Daniel Esteves

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PROFESSIONAL SUMMARY

Performance Marketing and E-commerce Growth Specialist with hands-on experience building and scaling online sales operations through paid media, marketplace campaigns, data analysis, and AI-enabled customer support automation.

Generated R$1.8M+ in e-commerce sales as a solo operator, processed 16k+ orders, acquired 15k+ unique customers, and managed R$3M+ in ad spend across Meta Ads, Google Ads, YouTube, Mercado Livre Ads, and Shopee Ads.

Strong fit for remote contractor roles with lean e-commerce brands, DTC companies, agencies, and growth teams that need a hands-on operator across acquisition, campaign optimization, customer experience, and automation.

CORE SKILLS

- Performance Marketing
- Paid Social
- Meta Ads
- YouTube Ads
- Mercado Livre Ads
- Campaign Optimization
- CAC, ROAS, LTV, AOV Analysis
- Customer Experience
- Lead Qualification Workflows
- Copywriting
- E-commerce Growth
- Paid Search
- Google Ads
- Marketplace Ads
- Shopee Ads
- Data Analysis
- E-commerce Operations
- AI Customer Support Automation
- Conversion Optimization
- Product Positioning

TOOLS

Meta Ads, Google Ads, Google Analytics 4, Shopify, Nuvemshop, Tiny, ManyChat, OpenClaw, Mercado Livre, Shopee

PROFESSIONAL EXPERIENCE

New Age Media

E-commerce Growth & Performance Marketing Manager | January 2021 - Present | Salvador, Bahia, Brazil

Built and managed e-commerce growth operations across paid media, marketplaces, customer acquisition, customer experience, and AI-enabled customer support.

- Scaled an e-commerce operation from scratch to R$1,811,018 in sales in under 2 years as a solo operator.
- Processed 16,071 orders and acquired 15,961 unique customers, with an average order value of R$113.47.
- Launched Aurum and generated R$120,000 in revenue in the first month of operation.
- Managed campaigns across Meta Ads, Google Ads, YouTube, Mercado Livre Ads, and Shopee Ads.

- Built an AI-powered customer service system from scratch to qualify leads, route conversations to the human team, send personalized images and audio messages, and resolve post-sale issues.
- Managed pricing, inventory, marketplace operations, and campaign execution across Mercado Livre and Shopee.
- Used CAC, ROAS, LTV, AOV, and customer behavior data to improve acquisition and growth decisions.

STG Consult

Marketing Analyst | February 2024 - June 2024 | Salvador, Bahia, Brazil

Supported digital marketing and e-commerce initiatives, working with campaign execution, performance analysis, and operational improvements across online sales channels.

- Supported campaign planning, monitoring, and optimization across digital channels.
- Used GA4 and e-commerce data to analyze traffic, customer behavior, and performance opportunities.
- Worked with Shopify, Nuvemshop, and operational tools to support e-commerce execution.
- Helped align campaigns, offers, creatives, and performance goals with business needs.
- Prepared insights and reports to support marketing decisions.

Agencia ECOM

Paid Traffic Manager | January 2023 - October 2023 | Salvador, Bahia, Brazil

Managed paid traffic and e-commerce campaign execution for client accounts, supporting acquisition, analysis, and optimization routines.

- Planned and optimized paid media campaigns for e-commerce businesses.
- Managed campaign structure, audience testing, creative testing, and budget allocation.
- Monitored key metrics including CPC, CPA, ROAS, CTR, conversion rate, and revenue where data was available.
- Used tools such as Shopify, Nuvemshop, GA4, Tiny, ManyChat, and OpenClaw to support campaign execution and operational workflows.
- Collaborated with clients and internal teams to improve campaign performance.

EDUCATION & CERTIFICATIONS

EF SET English Certificate | C1 Advanced - 70/100

TARGET ROLES

Performance Marketing Specialist, E-commerce Growth Specialist, Paid Media Manager, Meta Ads Specialist, Google Ads Specialist, Growth Marketing Specialist, Marketing Automation Specialist, AI Automation Specialist