



ISABELA PERRUCI MARTINS

Ad Operations / Marketing Optimization Specialist

Data-driven Ad Operations & Marketing Optimization Specialist. Experience managing and optimizing Search, Performance Max (PMax), and Demand Gen campaigns. Strong focus on campaign trafficking, delivery and pacing, and performance analysis. Used to working with Sales, Account Management, and Brand teams. Detail-oriented, fast learner, and confident using AI-powered tools to improve efficiency.

Contacts

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📍 | Barcelona

Education

● Science of Communications

Universidade do Algarve
2017-2020
Faro

● ThePower Digital Marketing and Power IA Masters

ThePower Education
2025 - Current
Madrid

Languages

Native Portuguese
Full Professional English
Professional Working Spanish

Experience

● Marketing Optimization Specialist for Google

Cognizant, Lisbon and Barcelona Jun 2022 - Current

Started in June, 2022 in Lisbon and in Feb, 2023 relocated to Barcelona to launch the site.

- Managed and optimized Search, PMax, and Demand Gen campaigns.
- Set up campaigns, monitored delivery and pacing, and resolved issues when needed.
- Analyzed performance data and supported optimization decisions.
- Worked closely with internal teams to align on campaign execution.
- Used AI tools to improve efficiency and reporting.

● Social Media Manager

Freelance Jan 2021

- Managed social media and paid social campaigns across Instagram, TikTok, and Meta.
- Planned and created content for organic and paid channels.
- Set up and optimized paid campaigns, including creative testing and performance analysis.
- Delivered reports and optimization recommendations.

● Video Content Analyst for Youtube

Cognizant, Lisbon Mar 2021 - Jun 2022

- Reviewed and analyzed large volumes of content, ensuring compliance with platform policies and advertising guidelines.
- Used market-specific insights and data analysis to identify operational improvements and support platform quality.
- Developed a strong attention to detail and operational rigor in fast-paced environments.

Areas of Expertise

Ad Operations & Campaign Execution
Search, PMax & Demand Gen
Campaign Delivery, Pacing & Optimization
Reporting & Data Analysis
Paid Social (Meta, TikTok)
Content Creation, Copywriting & Creative Testing
Cross-functional Collaboration
AI-driven Marketing
E-commerce Operations

Key Skills

Teamwork
Effective Time Management
Critical thinking
Fast Learner
Value- Driven
Patience and Empathy
Proactivity

Key Achievements

Increase from 5k to 13k of followers, in one of my freelance's Instagram account, within 6 months.

Helped the Cognizant ES opening the Barcelona Google Site.

Three years evaluated with a 4/5, on both Lisbon and Barcelona Cognizant sites.

Awarded as Monthly Top Performer several times.

Within less than 1 year in Cognizant, got promoted from Content Analyst to Marketing Optimizer.

Tools

Google Ads (Search, PMax, Demand Gen)
Meta Ads & TikTok Ads
Google Analytics & Looker Studio
Google Tag Manager
Excel / Google Sheets
AI Tools (ChatGPT, Gemini, Canva)
WordPress.org



Sales and Customer Support



Decathlon, Faro

Sep 2017 - Aug 2020

- Supported customers in a high-volume e-commerce environment.
- Assisted with online orders, returns, and post-purchase issues.
- Collaborated with internal teams to resolve issues and improve customer experience.
- Used customer feedback to support process improvement



Marketing Internship



Decathlon, Faro and Portimão

Mar 2020 - Jun 2020

Created and developed from zero the Communication Strategy of both shops in Faro and Portimão.

- Worked directly with store directors to support marketing initiatives.
- Created website and social media content aligned with local objectives.
- Analyzed data and produced reports to support campaign optimization.
- Optimized physical and digital marketing campaigns.

Additional Certifications



Udemy

- Applied Generative AI & ChatGPT for Business
- Digital Marketing & Performance Advertising
- Data Analysis & Reporting
- Communication & Stakeholder Management