

MATHEUS BAZARIN RIBEIRO

Performance Media Buyer | Meta Ads (Certified) · Google Ads
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SUMMARY

Performance media buyer with **4+ years** in paid acquisition across Meta, Google, and TikTok Ads. Currently the media buyer for **~40 Meta ad accounts** at a US med spa agency, hands-on in Ads Manager every day at roughly **\$500/day per account**. Previously built and scaled an agency to **~20 active accounts** in 2 years across DTC, info-products, and e-commerce. Core strength: diagnosing revenue leaks beyond the ad platform — attribution gaps, broken checkout flows, slow landing pages — not just campaign optimization. Runs account operations through AI agents on the Meta Graph API. Meta Certified Media Buying Professional. Fluent in English and Portuguese. Works US hours (EST).

CORE SKILLS & TOOLS

Paid Media: Meta Ads (FB/IG), Google Ads (Search, PMax, YouTube), TikTok Ads, Advantage+ Shopping, CBO/ABO structures, bid cap & autobid strategies

Attribution & Tracking: Meta Conversions API (CAPI), GA4, Google Tag Manager, Stape server-side tagging, Meta Pixel, Meta Graph API, attribution reconciliation against CRM data

Funnel & CRO: Landing page optimization, checkout UX audits, A/B testing, audience segmentation, exclusion-based architectures, conversion rate analysis

Creative: Creative briefing and direction, weekly testing cycles, AI-generated video ads, fatigue monitoring and refresh

Technical: Custom reporting dashboards (Meta Graph API), GoHighLevel (funnels/CRM), Shopify, React/HTML/CSS/JS for landing pages, Zapier, n8n, ClickMagick, Microsoft Clarity

AI Agents & Automation: Claude Code and Hermes agents on the Meta Graph API and Google Ads API for account audits, campaign builds and daily monitoring across a full account roster

Languages: Portuguese (native), English (fluent), Spanish (basic), Japanese (basic)

PROFESSIONAL EXPERIENCE

Media Buyer — MedSpa Marketing Masters Aug 2026 – Present

US lead-generation agency for med spas. Full-time, remote, US Eastern hours.

- Sole media buyer for **~40 Meta ad accounts** of US med spas at roughly **\$500/day each**, building and adjusting every campaign hands-on in Ads Manager
- Optimize to the client's real outcome — **cost per lead, then cost per booked appointment** — reading CRM and booking data next to Meta before any change
- Rebuilt legacy campaigns onto one standardized CBO structure, cutting over with no gap in delivery, and wrote the agency's campaign setup, optimization and cutover SOPs
- Run two performance reviews a week with the head of client success: every account on a heat map, each underperformer with a written diagnosis, plan and approval before implementation
- Direct creative production: brief the video editor, ship AI-generated video ads and FAQ videos, and refresh ads ahead of fatigue instead of after the drop
- Built an **AI-agent operations layer** (Claude Code on the Meta Graph API) that audits accounts, builds campaigns and sweeps the whole roster daily, so one buyer covers a 40-account book

Performance Media Buyer — Blue Ladder Strategies Apr 2026 – Jul 2026

Phoenix-based digital marketing agency. Full-time, remote.

- Audited and managed client ad accounts on Meta and Google Ads, identifying wasted spend, structure problems, tracking gaps and opportunities to lower lead costs

- Diagnosed performance beyond the ad platform by checking CRM data, booking outcomes, landing pages and conversion tracking before making campaign changes
- Built advanced tracking setups with Google Tag Manager, Stape server-side tagging, GoHighLevel, Meta and Google Ads integrations
- Prioritized optimizations by business KPIs, lead quality and actual client outcomes instead of platform-reported conversions alone
- Created internal documentation and training so the team could reproduce tracking implementations manually

Customer Success & Ad Tracking Specialist — Cortana AI Feb 2026 – Apr 2026

AI-powered tracking and agent deployment platform for media buyers. Freelance, remote.

- Onboarded performance marketers and guided them through AI agent deployment for campaign tracking and optimization workflows
- Turned hands-on media buying experience into product feedback, client enablement and support documentation
- Bridged platform-native attribution and AI-assisted tracking accuracy for early adopters

Performance Media Buyer (Contractor) — DigitaLayer Nov 2025 – Aug 2026

US-based e-commerce and info-product agency. Remote. Managed 4 accounts as solo operator.

- Built full TOF/MOF/BOF campaign architecture with exclusion-based audience segmentation, keeping prospecting and retargeting spend clean and measurable
- Identified a **40-second landing page load time** as the primary driver of poor conversion rates — resolution preceded a measurable lift in funnel throughput
- Established **attribution reconciliation between Meta and external tracking**, uncovering a **~50% discrepancy** between platform-reported conversions and verified sales
- Ran weekly structured creative testing cycles (**9+ new ads/week**) to combat fatigue and maintain delivery efficiency
- Diagnosed a broken checkout UX on a DTC supplement storefront causing major drop-off at the purchase step — flagged to the client team for immediate remediation
- Deployed custom landing pages into GoHighLevel funnels with GTM, Clarity and ClickMagick tracking for A/B split testing

Founder & Lead Strategist — 2Gether Marketing Digital Feb 2023 – Dec 2025

Performance marketing agency. ~20 active accounts across USD and BRL markets (info-products, DTC, e-commerce, local services).

- Scaled **from zero to ~20 active Meta Ads accounts** within 2 years, handling strategy, campaign build, creative briefing, daily optimization and client reporting
- Developed a **custom live reporting dashboard on Meta's Graph API** with automated PDF generation and shareable client links — eliminating manual reporting
- Managed accounts with **\$50,000+/month in ad spend** on CBO/ABO/Advantage+ structures with bid cap and autobid strategies
- Built tracking reconciliation systems (Meta + Zapier + Google Sheets + CRM data) to verify actual conversion volume against platform attribution
- Led cross-channel campaigns (Meta + Google) end-to-end, from tracking setup (GA4, CAPI) to daily management

Marketing Consultant (Apollo Program) — V4 Company Cipulla & Co May 2023 – Sep 2023

One of Brazil's largest performance marketing agencies. Leadership development program.

- Managed marketing operations for 20 companies simultaneously across diverse verticals
- Performed funnel and ad account audits; recommended budget reallocations and tracking fixes (GA4/GTM)
- Conducted biweekly client meetings for progress tracking and campaign alignment

E-commerce Media Buyer — Self-Employed (Dropshipping) 2022

Product validation and paid traffic for e-commerce stores selling physical products.

- Launched and optimized paid campaigns (Meta + Google) for rapid product validation and offer testing
- Built stores on Shopify, Tray and Cartpanda; managed fulfillment workflows end-to-end

CERTIFICATIONS

Meta Certified Media Buying Professional — Meta (Jan 2026)

Foundations of Digital Marketing and E-commerce — Google (Oct 2025)

Cambridge FCE — Grade B, 178 points (2021)

Sales Fundamentals — ILAC, Toronto, Canada — 120-hour in-person (2025)

EDUCATION

Associate Degree, Digital Marketing & Data Science — FIAP 2024 – 2025