

BRENNO MENEZES

Senior Growth Marketer & Creative Strategist

Belo Horizonte, Brazil | Available for Global Remote

LinkedIn: [linkedin.com/in/brenno-menezes](https://www.linkedin.com/in/brenno-menezes) | Portfolio/website: brenno.life | e-mail: eu@brennomenezes.com

PROFESSIONAL SUMMARY

Performance-driven Senior Growth Marketer and Creative Strategist with a comprehensive background in Direct-to-Consumer (DTC) e-commerce, premium fashion branding, and B2B scale-ups. Specialized in building high-velocity creative testing engines, engineering end-to-end paid media campaigns, and pioneering advanced AI workflows to scale creative production. Proven history of translating performance data into high-converting ad concepts that drive measurable bottom-line revenue growth, sustain high ROAS, and optimize marketing efficiency metrics across diverse regional markets.

CORE COMPETENCIES

- **Performance Marketing & Media Buying:** Meta Ads, Google Ads, cross-channel budget allocation, and granular C-level revenue reporting.
- **Creative Strategy & Scripting:** High-volume ad conceptualization, direct-response copywriting, user-generated content (UGC) scripting, and hook testing roadmaps.
- **Data Engineering & CRO:** Conversion rate optimization, server-side tracking, Conversion API (CAPI) infrastructure, advanced landing page testing, and full-funnel analytics (CAC/MER/LTV).
- **AI Workflows & Automation:** Implementation of autonomous AI agents (Manus), advanced prompt engineering for asset generation, and automated pipeline integration via n8n.

PROFESSIONAL EXPERIENCE

Head of Growth & Operations | MNZ Marketing Company

May 2021 – Present

- Architect and manage full-stack digital growth ecosystems for premium e-commerce and high-growth DTC brands, functioning as a fractional CMO and operational lead.
- Consistently surpass aggressive target ROAS KPIs, frequently achieving a 10x return on targeted campaigns through meticulous audience architecture, data enrichment, and algorithmic budget optimization.
- Design, deploy, and scale high-throughput creative testing pipelines, systematically translating daily performance data (including thumbstop rates, CTR, and CVR) into next-round creative concepts and briefing roadmaps.

Ads & Growth Consultant | Paula Raia

September 2025 – Present

- Direct paid acquisition and digital scale initiatives for a premier high-ticket fashion brand, successfully generating over R\$ 1 Million in digital e-commerce revenue utilizing a highly optimized, lean advertising budget.
- Seamlessly integrate sophisticated, high-end brand guidelines with data-backed, direct-response performance frameworks, capturing high-lifetime-value (LTV) consumer segments without diluting brand equity.

Marketing Strategist | Grupo Revenda Contábil

October 2024 – Present

- Formulate and execute comprehensive multi-channel digital strategies tailored for complex B2B lead generation, accelerating client acquisition and expanding mid-market funnel capacity.
- Align commercial priorities with marketing operations, establishing transparent reporting dashboards that map corporate pipeline growth directly to media spend efficiency.

Growth & Project Manager | Blizzer Group

September 2022 – April 2025

- Spearheaded the strategic market entrance and launch operations for a diverse portfolio of new brands, engineering scalable go-to-market and operational infrastructure from inception.
- Designed and deployed centralized operational architectures within ClickUp, bridging the structural gap between creative production teams and media buyers to ensure agile, high-velocity campaign execution.

Performance Media Buyer | SUASOFT

October 2022 – August 2024

- Orchestrated cross-channel performance media buying campaigns across Meta and Google ecosystems, refining audience targeting structures to maximize acquisition volume.
- Systematically analyzed customer journey touchpoints to optimize front-end conversion funnels, driving a sustainable reduction in customer acquisition costs (CAC).

International Media Buyer | Lemoon (Portugal)

May 2021 – April 2022

- Developed and deployed direct-response paid social campaigns targeting high-competition European e-commerce markets, managing localized currency, creative adaptation, and international consumer behavior variables.

EDUCATION & CERTIFICATIONS

- **Degree in Artificial Intelligence** – Cruzeiro do Sul
- **Technical Degree in Programming** – CEFET-RJ
- **Professional Certifications:** Meta Blueprint Certified, Google Ads Certified, ClickUp Certified Project Management Professional.

LANGUAGES

- **Portuguese:** Native Proficiency
- **English:** Professional Working Proficiency
- **Spanish:** Professional Working Proficiency (Deep cultural and linguistic immersion via residency in Argentina)