

Murilo Denardi Papini

Digital Marketing Specialist, EU Citizen

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PROFESSIONAL PROFILE

Digital Marketing Specialist with 10+ years of relevant experience in Ireland and Brazil and a Postgraduate Qualification in Digital Marketing. Proven success in performance marketing, SEO/SEM strategy, and full-funnel campaign execution across B2B and B2C sectors, driving customer acquisition and revenue growth. Experienced in managing multi-platform paid media campaigns and €2K+ daily budgets, optimising conversion funnels, and aligning KPIs with business objectives. Skilled in Google Ads, Meta Ads, GA4, and analytics, with a strong track record of stakeholder reporting and team leadership to deliver measurable ROI.

KEY SKILLS, TOOLS & CERTIFICATIONS

- **Strategy & Growth Leadership:** Integrated Digital Strategy & Channel Leadership | Growth Campaigns & Customer Acquisition | Programme & Stakeholder Leadership
- **Performance & Optimisation:** Paid Media & Performance Advertising (SEM/PPC) | Conversion & Customer Journey Optimisation | Search Strategy & Technical SEO | Analytics & KPI Measurement
- **Research, Content & Marketing Intelligence:** Market Intelligence & Competitive Insights | Content Planning & Performance Strategy

Tools: Google, Meta & TikTok ADS | Google Analytics GA4 | Google Tag Manager | Google Search Console | Google MyBusiness | PageSpeed Insights | Google Trends | Hotjar | SEMrush | Yoast SEO | Screaming Frog | SEO Tools (Ahrefs, Moz, SurferSEO, etc) | CSS3 | Wordpress | HTML5

Certs: Google Ads Metric Certification | Shopping Certification Google ADS | Google Ads Display | Google Ads Search | Google Analytics G4 | GDPR for Business (UCD Professional Academy)

RELEVANT PROFESSIONAL EXPERIENCE

DIGITAL MARKETING SPECIALIST – Leevin Group, Dublin, Ireland

Aug 24 – Present

- Led the planning and execution of integrated digital marketing strategies across PPC (Google Ads), paid social (Meta), SEO, and email, driving lead generation, improving conversion rates, and brand visibility.
- Owned end-to-end campaign performance management, defining KPIs, conducting audience and behavioural analysis, and optimising budgets to maximise ROI across paid and organic channels.
- Optimised website performance and user journeys through tagging implementation, A/B testing (ads, landing pages, email), and conversion rate optimisation, enhancing user experience and revenue.
- Delivered data-driven insights and strategic recommendations by producing comprehensive monthly reports and presenting performance results to senior management, influencing marketing decisions.
- Provided leadership and cross-functional collaboration, and mentored junior team members.

SEO/SEM SPECIALIST – Leevin Group, Dublin, Ireland

Aug 22 – Aug 24

- Drove 52% user growth within six months, increasing hostel bookings and online visibility, supporting business expansion into new international markets through targeted Google Ads campaigns.
- Planned, executed, and optimised multi-channel digital campaigns (Google Ads and Meta Ads, paid and organic), focusing on lead generation, traffic growth, engagement and KPIs alignment.
- Implemented on-page SEO strategies, including keyword research, content optimisation, and technical improvements, significantly improving organic rankings and website visibility on Google.
- Designed and optimised full user journeys by implementing website tagging, mapping customer interactions, conducting audience analysis, and performing A/B testing to improve user experience.
- Conducted in-depth market research, competitor analysis, and industry trend monitoring to identify growth opportunities and strengthen brand positioning.

- SEO/SEM MANAGER – My Place Office (Digital Agency), Remote, Brazil** **Jan 21 – Jul 23**
- Developed and executed integrated SEO and SEM strategies, managing multi-platform paid campaigns (Google, Instagram, TikTok, LinkedIn) to drive traffic, lead generation, and improved ROAS.
 - Designed and optimised full-funnel digital strategies, including user journey mapping, landing page optimisation, conversion tracking, and content validation to maximise engagement and conversions.
 - Conducted in-depth market research and performance analysis, producing strategic reports and presenting monthly insights to management and clients to guide data-driven decision-making.
 - Managed digital marketing operations for headquarters and 30 franchise units, aligning multi-channel strategies (SEO, PPC, social media, email, e-commerce) to ensure consistent brand growth.
 - Contributed to significant business expansion by supporting the acquisition of 12 new franchises and increasing customers across all 30 locations through scalable marketing initiatives.
- SEO/SEM ON-PAGE SPECIALIST – Reweb Agency, Remote, Brazil** **Jan 22 – Jul 22**
- Managed end-to-end digital strategy for key accounts, including Pirelli, Continental, and Bridgestone, covering SEO, SEM, e-commerce, social media, and email marketing.
 - Led large-scale Google Ads operations, managing 100+ accounts weekly via Google Ads Editor and controlling daily budgets exceeding €2K to achieve CPA, ROI, and CPC targets.
 - Supervised four SEO Analysts while executing PPC and on-page SEO strategies, including keyword research, content optimisation, conversion tracking, and tag management to drive organic growth.
 - Delivered data-driven performance reports and presented monthly insights and strategic recommendations to senior stakeholders.
- MARKETING TEAM LEAD – CTA Academy, São Paulo, Brazil** **Jan 21 – Dec 21**
- Established the marketing department from the ground up, recruiting talent, defining annual strategy and budgets, and implementing structured workflows.
 - Led a team of a Designer, two Paid Ads Specialists, a Social Media Manager and a Videographer.
 - Developed and executed performance-focused digital marketing strategies, driving lead generation, traffic growth, and online engagement through paid media and multi-channel campaigns.
 - Directed website development and conversion optimisation initiatives, leveraging UX insights, analytics, and user behaviour data to improve customer journeys and campaign ROI.
- MARKETING ANALYST – Grupo MAG Comunicação, São Paulo, Brazil** **Feb 20 – Dec 20**
- Planned and optimised paid advertising campaigns across digital channels, managing budget allocation, audience targeting, and performance tracking to maximise ROI for pharmaceutical and FMCG brands.
 - Created and managed landing pages and website content using WordPress, leading UX improvements.
 - Developed marketing assets including email campaigns, digital ads, and event materials.
 - Acquired new clients such as Penguin Publishing and delivered successful campaigns for Ibrasca, a Kombucha brand, and large-scale events.
- MARKETING GRAPHIC DESIGNER – Phytoterapica Brasil, São Paulo, Brazil** **Jan 17 – Feb 01**
- Managed and executed multi-channel advertising campaigns for pharmaceutical brands and Libbs, developing digital and offline marketing materials to support product promotion and brand visibility.
 - Designed and optimised website visuals and landing pages for Brave MD (bravemd.com.br), applying UX/UI principles to enhance user experience, engagement, and conversion performance.
 - Developed high-quality digital assets using Adobe Illustrator and Photoshop, including email marketing templates, paid ad creatives, brochures, banners, packaging, and event materials.
 - Transformed concepts into cohesive visual identities and brand materials across online and offline channels, supporting multiple product launches and promotional campaigns.

EDUCATION

- 2022** (Level 8) **Postgraduate Communication in Digital Marketing – Belas Artes de São Centro, Brazil**
- 2020** (Level 7) **Bachelor's Degree in Business – FIAM-FAAM University, Brazil**
- 2015** (Level 7) **Bachelor's Degree in Graphic Design – Belas Artes de São Centro, Brazil**