



Santiago Andrés Guzmán Galvis

PAID MEDIA SPECIALIST

CONTACT

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- Portfolio — Coming Soon

AD PLATFORMS

- Meta Ads Manager Mid
- Google Ads Mid
- TikTok Ads Basic

ANALYTICS & TRACKING

- GA4 Basic
- Google Tag Manager Basic
- Meta Pixel / CAPI Basic

OTHER TOOLS

- Landing Pages
- Web Dev
- AI Copywriting
- A/B Testing
- Google Sheets
- Creative Strategy

LANGUAGES

- Spanish Native
- English C1

ABOUT ME

Paid Media Specialist with **1+ year of hands-on experience** launching and scaling performance campaigns across **Google Ads, Meta Ads, and TikTok Ads** for lead-generation brands in the finance sector. I take campaigns from zero — building the strategy, landing pages, pixel setup, creatives, and ongoing optimization — with a sharp focus on reducing wasted spend and driving measurable results. Currently deepening expertise in **GA4, conversion tracking, and ROAS-driven acquisition** to help brands scale paid media profitably.

EXPERIENCE

Paid Media Specialist & Web Developer

Nov 2025 – Apr 2026

Lend Seeker / Relay Lend · Finance (Loans) · Bogotá, Colombia (Remote)

- Launched paid acquisition from zero across Google Ads, Meta Ads, and TikTok Ads for two lead-generation loan brands, managing monthly ad spend under \$500.
- Reduced wasted spend through audience refinement, negative keyword management, and data-driven creative rotation.
- Designed and developed brand websites and landing pages aligned with campaigns to improve conversion rates and tracking accuracy.
- Produced ad creatives, copy, and performance reports using AI-assisted workflows — shortening iteration cycles and enabling faster testing.
- Owned full campaign lifecycle: setup, pixel & tag implementation, optimization, and reporting across two brand properties.

PROJECTS

Paid Media & Web Developer — Investor Content Collective

2025

Freelance · Bogotá, Colombia (Remote)

- Ran paid campaigns across Google Ads, Meta Ads, and TikTok Ads for an influencer-led investment content project.
- Built and optimized landing pages to support lead capture and campaign conversion performance.
- Generated qualified leads and drove targeted traffic simultaneously across multiple platforms.

CERTIFICATIONS

In Progress — Meta Blueprint & Google Ads Search



Actively completing Meta Blueprint (Core) via Meta Business and Google Ads Search certification via Google Skillshop. Expected: May 2026. Both are free, industry-standard credentials.

PREVIOUS EXPERIENCE

Sales & Customer Success Specialist → QA Analyst & Trainer

2021 – 2026

Teleperformance · Full Potential Solutions · Group C.O.S · Nuvo CX · BPO / Call Center Industry · Bogotá, Colombia

- Consistently ranked **top performer** in sales and quality metrics across high-volume English-language environments (inbound & outbound, B2B & B2C); promoted to **QA Analyst and Trainer** roles at multiple companies.
- Built deep expertise in persuasion, objection handling, and consultative closing — directly applied today to ad copy, audience targeting, and funnel strategy.
- Operated fully in English across all client interactions, internal reporting, and training sessions — reinforcing a C1 professional fluency standard.

EDUCATION

Tecnólogo en Pedagogía con Énfasis en Inglés

2015

NORSSATE · Lorica, Colombia

Bachiller Académico

Bogotá, Colombia