

Tiago Cardoso

PERFORMANCE & GROWTH MARKETING · ATTRIBUTION & REVENUE SYSTEMS

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In-house performance marketer running paid acquisition for three consumer travel brands across the US and Canada. I work end to end across Meta and Google Ads, tracking and attribution, lead-gen funnels and reporting, and tie spend to CRM-confirmed revenue and margin rather than platform-reported ROAS.

EXPERIENCE

Paid Media Manager · Ideastation - Soluções Informáticas

Sep 2020 – Present

Full ownership of paid acquisition for Azores Getaways, Portugal Getaways and Yes Getaways (US & Canada) across a six-figure annual budget, owning strategy, creative, tracking, attribution and leadership reporting end to end.

- Built a server-side tracking and multi-touch attribution system (server GTM, Meta CAPI, Google enhanced conversions, reconciling GA4 and CRM-confirmed revenue) to recover bookings that close offline or by phone with an agent, where last-click attribution is blind. On identical ad spend it surfaced roughly 80% more Google-driven bookings than last-click credited and about doubled measured ROAS.
- Built an evergreen lead-generation funnel: lead magnets (travel guides, checklists, VIP offers) and a fully automated capture pipeline (Meta lead forms to Zapier to Mailchimp) that brought in over 100,000 leads in 2025. The funnel delivered ~12x revenue ROAS and a six-figure profit after ad spend, verified on margin, not just revenue.
- Built an AI-assisted quote-generation funnel that converts Meta ad enquiries into personalised travel-quote PDFs (generated with Google Gemini) delivered by email and SMS.
- Manage Google Ads (MCC) across three brand accounts and two markets (US & Canada), spanning direct-conversion, prospecting and offline-sales campaigns. On a last-click basis in 2025 these accounts delivered ~13x revenue ROAS and a six-figure profit after ad spend.
- Plan and execute Meta performance (conversion) campaigns across all three brands and both markets on a six-figure annual budget, touching 1,500+ purchases in 2025 and 750+ in Q1 2026.
- Own budget allocation across the three brands and both markets, continuously reallocating spend on verified margin and demand signals (seasonality, lead quality, support-team capacity) to concentrate investment where it is actually profitable.
- Built reporting automations in Python (written with AI assistance) that turn raw platform, GA4 and CRM data into decision-ready reports, analysing campaigns both in the numbers (spend, conversions, revenue, margin) and in quality (lead quality, creative and messaging).

Junior Marketing Specialist · Ideastation - Soluções Informáticas

Sep 2019 – Sep 2020

- Built and packaged travel products for the three brands and ran destination-awareness campaigns into the US outbound market across Meta, Google and travel-media partners.
- Led on-page SEO for the flagship brand (titles, headers, structured content, image optimisation) against top destination search queries, growing organic traffic, and expanded the affiliate / partner network.

SKILLS

Paid media: Meta Ads · Google Ads (MCC) · dynamic retargeting & product feeds · full-funnel strategy (direct-conversion / leads / prospecting) · budget allocation · creative testing

Tracking & analytics: GA4 · GTM (client- & server-side) · Meta CAPI · Google enhanced conversions · event deduplication & click-ID preservation · attribution modelling · CRM-revenue reconciliation · privacy / tracking governance · Looker Studio

Lifecycle & funnel: lead-gen / prospecting systems · callback funnels · email + SMS nurture (Typeform, Mailchimp, Zapier) → CRM · AI-assisted sales & quote workflows · SEO & landing-page architecture

Commercial: margin & profitability analysis · market-level budget allocation · leadership reporting · cross-team coordination (IT, sales, support, C-level)

Languages: Portuguese (native) · English (C2, full professional proficiency)

EDUCATION

MSc, International Tourism Management · University of the Azores

2018 – 2021

BA, Tourism · University of the Azores

2015 – 2018

Top of class · School Merit Diploma.