

Alessio Fleites

PPC/SEM Paid Media Specialist & Digital Marketing Specialist

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SEM Paid Search Specialist with over 3 years of experience driving paid media performance across multiple industries, including lead generation and healthcare. Proven track record of lowering cost-per-conversion, improving campaign efficiency, and achieving significant uplifts in conversion rates through data-driven strategy, advanced tracking, and optimization. Proficient in Google Ads, GA4, Google Tag Manager, and Smart Bidding strategies. Experienced in cross-functional collaboration, performance analysis, and full-funnel PPC strategy execution. Adept in remote work with dedicated home office and high-speed internet. Passionate about leveraging analytics and automation to deliver measurable growth and ROI. Looking to bring analytical precision and strategic creativity to a high-impact performance marketing role at a growth-focused company.

SKILLS

- Google Ads
- Google Tag Manager
- SEO/SEM Strategy
- Digital Marketing
- Account Management
- CRO (A/B Testing, Landing Page Optimization)
- Google Analytics
- Microsoft/Bing Ads
- PPC Campaign Management
- Client Communication
- Collaboration & Leadership
- Meta Ads (Facebook & Instagram)

EXPERIENCE

Google Ads Healthcare Account Manager

Digital Media 305, Biscayne Park, FL

Feb 2024 - May 2025

- Increased call and form conversion rate by 6.6x through CRO-focused landing pages and optimized ad copy targeting high-intent keywords.
- Boosted appointment deposits by 2.5x after implementing time-based ad scheduling and regional bid adjustments.
- Reduced cost per conversion from \$672 to \$9.17 within 8 months by redesigning account structure, establishing Performance Max campaigns for full-funnel coverage, and integrating Smart Bidding with conversion tracking.
- Implemented conversion tracking via GTM, GA4, and enhanced conversions, enabling accurate lead attribution and data-driven decision-making.
- Used GA4 to analyze patient behavior, optimize high-intent landing pages, and guide strategic budget shifts for higher ROI.

PPC/SEM Specialist

Digital Media 305, Biscayne Park, FL

Nov 2022 - Feb 2024

- Built performance dashboards and custom reports in Looker Studio (Supermetrics) to monitor KPIs (CTR, CPA, ROAS, Quality Score), presenting actionable insights to stakeholders.
- Collaborated cross-functionally with design, dev, and SEO teams to ensure consistent landing page UX and CRO optimization.
- Communicated directly with 10+ clients to align campaign goals and strategy.
- Led account structure overhauls, transitioning to Smart Bidding strategies (tCPA/tROAS) and improving campaign efficiency and scalability—resulting in a 108.33% uplift in conversions.

Digital Marketing Associate

Digital Media 305, Bay Harbor Islands, Florida

Apr 2021 - Aug 2022

- Designed and optimized a profitable affiliate blog site (<https://universe4x4.com/>) using WordPress, Elementor, and SEO best practices, generating steady organic traffic and commissions.
- Conducted competitive analysis with SEMrush to identify areas of improvement for SEO and Google Ads campaigns, increasing ad relevance and Quality Score.
- Performed keyword research and audience segmentation using Google Keyword Planner and Meta Ads Manager, improving targeting precision and increasing CTR by 18% (average uplift across both channels).

EDUCATION

AICE Diploma with Distinction Honor

Cambridge University, Cambridge, England

Dual Enrollment

Florida International University, Miami, FL, US

GPA 4.00

High School Diploma

iPrep Academy North, Ives Estates, Florida

GPA 3.9

CERTIFICATIONS

- Google Ads Certification, 2025
- Microsoft (Bing) Advertising Expert Certification, 2025
- UCDavis Optimizing a Website for Google Search, 2025
- HubSpot Inbound Sales Certified, 2025
- Google Project Management Certification, 2025
- Microsoft (Bing) Advertising Display/Video Certification, 2025
- Google Analytics Certification, 2025
- HubSpot Inbound Marketing Certified, 2025
- Unilever Digital Marketing Analyst Certification, 2025
- Google My Business Certification, 2025
- Google Conversion Optimization Certification, 2025
- Microsoft (Bing) Advertising Search & Retail Certification

LANGUAGES

English

Native

Spanish

Native

Portuguese

Conversational

