

# SOARES JÚNIOR

## DIGITAL MARKETER

Soares Magaia Junior, 27 years old, I am a specialist in creating all types of Facebook Ads, including engagement, sales, and lead generation ads. I have a strong command of Facebook Ads Manager and Meta Business Suite, enabling me to manage pages, configure Facebook pixels, and create various target audiences. Additionally, I am an expert in creating Google Ads, specifically Search ads and Call Only Ads. I can easily adapt to any platform. Furthermore, I specialize in building websites on WordPress and Shopify stores. In WordPress, I work with major customization plugins like Elementor, WP Bakery, Slider Revolution, and Mail Chimp. I also create Landing Pages in WordPress for various niches or purposes. My expertise in advertising extends even further because I have worked as an affiliate in several programs, giving me knowledge and experience in creating ads for the traditional affiliate market up to pay-per-call campaigns.

## EXPERIENCE

### CEO

NOTICIA.CO.MZ

2018 - Present

"My news website, the third one I've created, following two others between 2015-2017, is monetized with Google AdSense and follows best SEO practices, utilizing Google Analytics for statistics.

Key Responsibilities:

- Overseeing all aspects of the company's digital marketing, including the contact database, website, CRM, emails, and social media.
- Designing and executing the website's content strategy. The site has a magazine feel to engage and share with our target audience - people interested in news.
- Creating content for the website, email campaigns, and social media.
- Managing social media updates and executing social campaigns to drive traffic to the site.

### MEDIA BUYER

DW - Deutsche Welle (Germany)

2019 - 2023

I worked as a Media Buyer for DW, a major communication company, on a contractual basis.

Key Responsibilities:

- Driving traffic to the website, particularly for articles provided through an RSS feed.
- Implementing marketing campaigns.



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## EDUCATION

### • BACHELOR'S DEGREE IN COMPUTER SCIENCE.

Eduardo Mondlane University  
2018-2023

### • COMPLETE DIGITAL MARKETING COURSE - 23 COURSES IN 1

Udemy  
2021

### • GOOGLE ANALYTICS CERTIFICATION

Skillshop  
2023

### • GOOGLE ANALYTICS CERTIFICATION

Google Analytics Academy  
2023



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## SKILLS

- Web Design
- Design Concepts
- HTML & CSS
- WordPress
- Shopify
- Google Analytics
- Google Ads
- Facebook Ads
- Meta Business Suite
- Email Marketing
- SEO
- Landing Page Creation
- Social Media Management
- Social Media Marketing
- Content Creation
- Copywriting
- Excel
- E-Commerce

## LANGUAGES

English  
Portuguese

- Generating over 3,000,000 monthly views for the videos posted on my Facebook and Instagram pages.
- Ensuring all communications are consistent and align with brand guidelines.

### DIRECTOR

IGS MEDIA LTD (UK)

2020-2022

Key Responsibilities:

- **Strategic Development:** Developed customized digital marketing strategies by analyzing goals and competition to create effective plans.
- **Team Management:** Led a team, assigned tasks, ensured alignment with objectives, and fostered a positive work environment.
- **Client Relationships:** Established strong relationships, understood client needs, and ensured their satisfaction with our services.
- **Financial Management:** Planned agency finances, set prices, controlled expenses, and maintained profitability.
- **Trend Awareness:** Stayed updated with the latest digital marketing trends, incorporating innovations to benefit our clients.

### CREATIVE DIRECTOR

Noobs Media

2021-2023

Key Responsibilities:

- **Creative Ideation:** Developed innovative concepts for advertising campaigns, ensuring originality and impact.
- **Team Leadership:** Guided the team, providing direction and feedback to ensure cohesion and quality of work.
- **Client Collaboration:** Worked directly with clients, presenting creative ideas and ensuring alignment with their expectations.
- **Project Management:** Effectively managed the creative process, meeting established deadlines and budgets.
- **Brand Integrity:** Ensured visual consistency, preserving the brand identity in advertising materials.



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## EXTRAS

I TEACH DIGITAL MARKETING ON MY INSTAGRAM ACCOUNT AND YOUTUBE CHANNEL, SINCE 2022.

