



Layssa Pascoal

Growth & Performance Marketing Specialist

07 58 90 78 08 · layssa.araujo33@gmail.com · LinkedIn · Portfolio 

PROFESSIONAL EXPERIENCE

Lotus Agency
2025 - Aujourd'hui

Digital Marketing Strategist

- Developed an **organic acquisition strategy** (YouTube SEO, content optimization, community management, video editing) → **14K+ subscribers, 850K+ views** on a **monetized account**
- Increased **organic reach by +119%** (58K accounts reached) and **engagement by +31%** in **5 weeks** through a **data-driven content strategy**
- Developed **organic acquisition channels** (SEO, content, social media) to complement **paid media** in order to **maximize overall growth**
- Optimized paid campaigns (**Meta Ads & Google Ads**) → CTR 4.10% (**2x industry benchmark**), cost per visit £0.09, reach 8K+
- Designed **bespoke brand and content strategies** (Adobe Suite, Canva, CapCut) for 5 sectors: Tourism, HR, Wellness, Education, UGC
- Leveraged **CRM and analytics tools** (HubSpot, Google Analytics) to optimize **targeting, retargeting, and conversion funnels**.

Digitaleo
2024-2025

Paid Media Strategist & Media Buyer

- Managed **€150K of multi-objective paid media** budgets on **Google Ads & Meta Ads** (Drive to Store, Lead Generation, Conversions, Brand Awareness) for **premium brands**: GRDF, SEAT, CUPRA, LIGIER, Husse, Akena, etc.
- **Reduced CPL by 57%** on GRDF (€65/lead vs. €150+ benchmark) → 712 leads generated, CTR 1.60% via **refined Meta Ads targeting**
- Optimized SEAT & CUPRA campaigns → 499 leads at €75-€133 (benchmark €150+) via **creative and audience testing**
- Generated 1,434 qualified B2B/B2C leads across the client portfolio with **CPL under sector benchmarking** (automobile, energy, B2B, B2C, e-commerce)
- **Customer training** on the Digitaleo **SaaS platform** and design of **strategic reports** to maximize business impact

Batribox
2022-2024

Chef de projets - Marketing & Événementiel

- **Led 5 national marketing campaigns** (Telethon, Piles Solidaires, etc) → **227K participants** mobilized, **400 tonnes collected**, ~€100K redistributed to **social and humanitarian causes**
- **Coordinated via HubSpot and Brevo**, a network of **2K+ schools** and **544K+ students** to scale campaign execution nationwide
- **Managed institutional partnerships** (AFM-Téléthon, ESF, NGOs, EDF, local authorities): briefs, content validation, **logistical coordination** of collections (deliveries, collections, service providers)
- Led the **communication strategy**: coordinated external agencies and partners, **email marketing**, performance reporting, and **strategic recommendations**

APPEN AI
2019-2020

Google Ads Quality Rater

- Evaluated the relevance of **Google Search & Ads** based on search intent
- **Trained AI models** to improve the **accuracy and reach** of advertising results

EDUCATION

MBA | International Digital Project Management

Digital College (work-study)
2024 - 2025

Master's | Marketing et Brand Management

Excelia Business School (work-study)
2022 - 2024

LEA - International Negotiations & Culture (America / Europe)

La Rochelle University (International internship)
2021 - 2022

SKILLS

Google Ads · Google Analytics 4 · Tag Manager · Looker Studio · Meta Business Suite · Email Marketing · HubSpot · WordPress · Filmora · CapCut · Canva · Suite Adobe · Monday · Notion · JIRA · AI Learning · Vibe Coding · Youtube Studio · TikTok Shop · UGC

LANGUES

French · CEFR C1 (DALF)
English · CEFR C1 (TOEIC 960/990)
Portuguese · Native
Spanish · CEFR B1