



Tiago Leichsenring

SENIOR ONLINE PERFORMANCE MARKETING MANAGER

Available from June Berlin 13509
+49 — on request tiagoleichs@gmail.com
linkedin.com/in/tiago-leichsenring-34134536
EU Citizen

PT	Native
DE	C2
EN	C1
IT	C1
ES	B1

ACHIEVEMENTS

+200 % client acquisition in first year · Junk leads from 70 % to 15 % · -80 % unqualified applicants. AI Chatbot Conceived — planned — built — launched.

WORK EXPERIENCE

Online Performance Marketing Manager Oct. 2022 — Apr. 2026
Linara GmbH · Berlin, Germany

Responsible for paid channels, analytics infrastructure and technical development — collaborating with an internal team of video, design and Meta Ads specialists.

- **Marketing Strategy & Planning:** Marketing plan for Linara and Faircare — channel mix, budget allocation, STP framework, international expansion plan.
- **Online Customer Acquisition (Linara DE):** Google Ads, Meta Ads, Taboola, Bing Ads — campaign structure, audiences and landing pages optimised.
- **Job Ads (Faircare):** Google Ads for Poland, Romania, Hungary and Bulgaria — from soft conversions to results on par with Meta Ads.
- **Analytics Infrastructure:** GA4 + GTM + BigQuery with SQL + Looker Studio — full setup and ongoing maintenance.
- **SEO:** Linara — agencies coordinated and strategy developed. Faircare — SEO built independently.
- **Technical Development:** GDPR-compliant Google Maps integration; multi-step care selection form with postcode routing; appointment booking system.
- **AI Chatbot Lead (Python / Flask):** WhatsApp, Telegram, Messenger, Webchat — approx. 80% of unqualified leads filtered out automatically.

Ad Solutions Support — TikTok Ads May 2022 — Oct. 2022
TikTok · Berlin, Germany

— Support for advertisers on the TikTok Ads platform — diagnosis and resolution of technical issues, campaign delivery and billing topics.

Sales Performance Marketing Specialist — Meta Ads Jun. 2021 — Jan. 2022
Concentrix (Vendor for Meta) · Berlin, Germany

- Advisory client contact for Facebook and Instagram advertisers in the DACH market.
- Campaign analysis and optimisation: audiences, ad creative, bidding strategies.
- Ad account setup, pixel implementation and conversion events for e-commerce and lead generation.

HARD SKILLS

Marketing Strategy & Planning
STP-Framework · Funnel
Technical SEO
Prompt Engineering
AI Chatbot Development
Python / Flask
HTML5 / CSS3 /
JavaScript

SOFT SKILLS

Problem Solving
Logical Thinking
Customer Focus
Teamwork
Creativity

TOOLS

PAID MEDIA
Google Ads · Meta Ads
Bing · LinkedIn · Taboola
ANALYTICS
GA4 · GTM
BigQuery · SQL
Looker Studio
AI
Claude · Cursor ·
Ideogram

HOBBIES

Writing
Cycling

Online Marketing Support Specialist — Google Ads & Analytics

May 2020 – Jun. 2021

Majorel (Vendor for Google) · Berlin, DACH market

- Support specialist on behalf of Google — consulting and technical support for Google Ads, Merchant Center and Analytics.
- Google Ads: Search, Display, Remarketing, Shopping and Merchant Center product feeds.
- GA4 + GTM: tracking codes, conversion goals, e-commerce, remarketing lists. Internal point of contact for Google Analytics in the support team.

German and Portuguese Language Teacher

2011 – 2015 · 2018 – 2020

Freelance · Curitiba (BR) & Berlin (DE)

- German language instruction for individuals and small groups; curriculum and materials development.

EDUCATION

Teaching Degree — German as a Foreign Language

2004 – 2009

Universidade Federal do Paraná · Curitiba — BR

Linguistics, literature and educational science with a didactic focus — foundations that live on today in copywriting, audience work and analysis.

- Applied Linguistics & Text Analysis
- Didactics & Curriculum Development
- Literature & Art History
- Intercultural Communication

Genealogy

Reading

VOLUNTEERING

Registered Non-Profit Church

present

Educator / Childcare Worker

Curitiba – BR · 2012 – 2015

Organisation of a course for refugees

Curitiba – BR · 2014 – 2015

WWOOF

Italy, Ireland, France, Germany · 2013, 2014, 2016

FURTHER TRAINING

Online Marketing Strategy

Reachx, Frankfurt a.M.

- OMT

September 2025

SEO Deep Dive

SEOCATION - OMT

July 2025

First Aid Course

Certified

Fire Safety

Certified

JavaScript · Java (Android)

Self-taught