

Paulo Ryan

Growth · Performance · Paid media

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R\$1M+ in ad spend managed. End-to-end growth marketing, from tracking to creative. Five years running accounts in regulated credit, franchising and tourism, with monthly budgets from R\$900 to R\$60k.

R\$1M+ ad spend managed · 3.5 to 14 typical ROAS · R\$2 to R\$5 cost per lead · 30+ funnels and sites shipped

WHAT I DELIVER

- **Paid media across platforms.** Google Ads, Meta Ads, TikTok Ads and Taboola Ads. From regulated credit to adventure tourism, with monthly budgets from R\$900 to R\$60k.
- **Measurement.** Google Tag Manager at the center. All tracking goes through a single container, and I validate what each platform reports against analytics before optimizing on the number.
- **Funnels and landing pages.** From capture to checkout, with the whole funnel instrumented before any budget goes live.
- **Creative, end to end.** Video ads built with generative tools and Remotion, in hybrid editing: part by hand, part automated with Claude. I don't wait on an external editor to test a new angle, which cuts the test cycle from days to hours.
- **Custom web systems.** When off-the-shelf tools don't measure what I need, I build. I have shipped an entire sales system for the sole purpose of closing the loop between ad and revenue.
- **Marketing coordination.** A team of 3, an external media agency, and the bridge to sales, IT and finance.

MEASUREMENT BEFORE OPTIMIZATION

I don't optimize what I can't measure. Before any budget goes live, the whole funnel has to be instrumented: unique reach, link click, lead, and the sale at the end. Every step with its own number, not just what the platform chooses to show.

I centralize tracking in Google Tag Manager and cross-check what each platform reports against analytics, because an ad platform has a stake in its own results.

When off-the-shelf tools don't close the loop between ad and revenue, I build the system. I have built a sales system from scratch for the single reason of being able to attribute a sale to the creative that produced it.

What I instrument: Unique reach · Link click · Lead · Sale

CASES

Quadribr (ATV tours)

Budget: R\$900. Result: R\$29,700 influenced, 33x ROAS. A small budget doesn't cap the result when the account is well structured.

Credit product (Credit fintech, company not named)

Budget: R\$60k/month. Result: R\$1M+ influenced per month. Sustained for 6 to 12 consecutive months. Held at scale, not a one-off spike.

Torre dos Ventos (Paramotor scenic flights)

Landing page and paid media, funnel end to end.

Mar da Galileia (Vacation rentals in Porto Seguro)

Landing page and booking system. Marketing and system by the same person.

10+ banking correspondents (Payroll-deductible credit)

The same operation repeated across more than ten accounts, with predictable cost per lead.

TRACK RECORD

Junior paid media manager

2021 to 2022 · Idya Marketing Company (agency, Porto Seguro) and Phyllon

Mid-level paid media manager

2022 to 2023 · seocredito, NorwayBank and Lev Negócios, accounts run in parallel

Analyst to Marketing Coordinator

Nov 2023 to present · Kard, payroll-deductible credit fintech. Promoted Apr 2026

Founder and operator

2023 to present · Viltrum Digital: Torre dos Ventos, Quadribr, Mar da Galileia, banking correspondents and Whylojinha

TOOLS

Google Ads · Meta Ads · TikTok Ads · Taboola Ads · Google Tag Manager · GA4 · RD Station · Claude Code · Claude API · Remotion · Nano Banana · Omni Flash · Supabase · Cloudflare · Astro · n8n