

# Diego Santos

## Growth Engineer | Server-Side Tracking & AI Solutions Architect

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### EXECUTIVE SUMMARY

Data-driven Growth Engineer and Microsoft Certified AI Specialist with a proven track record of architecting server-side tracking pipelines, scaling high-intent global paid acquisition campaigns, and deploying autonomous AI automation. Expert in bridging the gap between technical infrastructure (GTM Server-Side, Meta CAPI, Python web scraping) and commercial performance (Google Ads, Meta Ads, TikTok Ads) to secure predictive revenue and structural CPA reduction. Experienced in managing cross-border acquisition operations with a relentless focus on high-ticket lead generation, data integrity, and pipeline velocity.

### PROFESSIONAL EXPERIENCE

#### Growth & Tracking Engineer

2026 – Present

Glohub (Global EdTech Operation) | Seoul, South Korea (Remote)

- **Performance Engineering:** Architected and scaled global search and video campaigns (YouTube Action, Shorts, Meta Ads) targeting high-intent demographics across multiple continents.
- **Data Pipeline Integrity:** Implemented advanced tracking architectures utilizing Google Tag Manager (GTM Server-Side), Custom Data Layers, and Meta Conversions API (CAPI), successfully mitigating data loss from iOS 14.5+ and privacy-first browser restrictions to ensure 100% measurement accuracy in GA4.
- **Acquisition Efficiency:** Systematically optimized bidding models, negative keyword databases, and audience segments, slashing Cost per Lead (CPL) to a **\$0.75 USD** average and reducing Cost per View (CPV) to **\$0.03 USD**.
- **AI Automation:** Engineered automated lead-qualification funnels using custom APIs and autonomous LLM agents to qualify prospects at scale, reducing sales cycle latency.

#### AI Solutions Architect & B2B Performance Manager

2025 – Present

Analytic Scale & Independent Consulting | Remote

- **E-commerce Growth (Case RYZE):** Managed data-driven performance budgets, establishing a framework for static and dynamic ad creative iterations that achieved market-beating CPVs of **\$0.03 USD**.
- **Data Mining & Stealth Scraping:** Developed robust Python-based scraping engines (leveraging Playwright and Chrome DevTools Protocol to bypass advanced anti-bot detection systems) to harvest high-ticket B2B leads, building fully automated, cold outbound pipelines.
- **Process Automation:** Built and maintained self-healing automation workflows using n8n and REST APIs, transforming manual operational tasks and customer touchpoints into 24/7 autonomous assets.

- **Next-Gen Creative Strategy:** Directed video asset production protocols utilizing state-of-the-art AI engines (including Google Veo 3.1, Luma Dream Machine, and Lyria 3 for Sound Design), maximizing CTR via the "3-Second Hook" performance framework.

## HARD SKILLS & STACK

### Paid Performance & Acquisition

Meta Ads Manager (CBO/ABO, Advantage+), Google Ads (Search, Display, Performance Max, Video, Demand Gen), TikTok Ads, Framework F322 (Agile Testing).

### Tracking & Data Infrastructure

Google Analytics 4 (Custom Events, Explorations), GTM Server-Side, Meta Conversions API (CAPI), Data Layer Customization, Enhanced Conversions.

### Automation & Engineering

Python (Pandas, Playwright Stealth Scraping), n8n, Make, REST API Integration, LLM Agent Development, Google Cloud AI, Prompt Engineering.

### Audiovisual AI & Production

Google Veo 3.1, Luma Dream Machine, Lyria 3 (Sound Design), ElevenLabs, CapCut Desktop Pro (High-retention 9:16 vertical styling).

## EDUCATION & CERTIFICATIONS

### B. S. in Software Analysis and Development (ADS)

Assaí, Paraná, Brazil

Expected Graduation: 2026

### Top Credentials

- **Microsoft Certified: Azure AI Fundamentals (AI-900)**
- Google Search Ads Certification (May 2026)
- Google Display Ads Certification (April 2026)
- Google Measurement & Analytics (GA4) Certification
- Google Video Ads Certification (May 2026)
- Advanced Data Mining & Analytics - Microsoft (2025)