



Gildson Soares

E-COMMERCE · CRO · PERFORMANCE

I turn data into **conversion** and ideas into **live products**.

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PROFILE

Marketing professional with **8 years in digital business**, currently **Performance Team Leader** at Gummy Original's e-commerce (Grupo Nutrin). I founded **Riba Agência** in 2018 and bring an owner's mindset to work every day: curious, proactive and results-driven. I combine **CRO, data and AI** to find where sales slip away and build the tools that fix it.

8 years

in digital marketing and e-commerce

7 months

from Conversion Analyst to performance leader

5 products

built with AI, in production

EXPERIENCE

- Gummy Original · Grupo Nutrin** 2 yrs 3 mos
Performance Team Leader **PROMOTION** Mar 2025 — present
Conversion Analyst Aug 2024 — Feb 2025
Leads the brand's e-commerce performance: conversion, data and growth.
- Riba Agência** 8 yrs 10 mos
Founding Director Jan 2018 — present
Digital marketing strategy for client engagement and growth.
- Grupo Tupan · Recife** 2 yrs 8 mos
Performance Analyst (mid-level) **PROMOTION** Mar 2023 — Aug 2024
Junior Product Analyst Jun 2022 — May 2023
Junior Customer Relationship Management Jan 2022 — Jul 2022
Three roles in a row: from CRM to product and performance.
- Faculdade Vale do Pajeú** Apr 2021 — Dec 2021
Digital Marketing Assistant
- Volkswagen do Brasil · Recife** Jul 2018 — Feb 2019
Digital Marketing Intern
Co-op media, TV (Globo Nordeste), Facebook and Instagram ads, radio and events.
- Colégio Cognitivo · Recife** Jan 2018 — Sep 2018
Digital Marketing Intern
Internal marketing, social media, design, video and events.

PRODUCTS I BUILT

CRO Lab

A/B testing lab: hypotheses, variants, statistical calculators and funnel opportunities.

Pulso

App for personal trainers and nutritionists, with AI.

Pulso LP

Conversion landing page with a plan calculator.

Promora

Margin, COGS and markup per campaign, on Shopify.

Equipe Ruas

Jiu-Jitsu social project management, with 3D and PDF.

SKILLS

Performance CRO
Online merchandising
Gross margin Dashboards
Data analysis Generative AI
Leadership Digital strategy

TOOLS

GA4 Clarity Shopify
Nuvemshop Python
React Next.js Supabase
Vercel

EDUCATION

B.A. in Marketing
UNIFG · 2017-2019
Postgraduate in Digital Marketing
Rock University · 2019-2021
English
University of Pernambuco · 2023-2025
Associate degree in Logistics
2016-2017
Technical degree in Business Administration
ETE Lucilo Ávila Pessoa · 2013-2015

CERTIFICATIONS

Data Analysis · Google, Meta
Generative AI
Python for Non-Programmers
Communication and Public Speaking
RD Hostel 2021

LANGUAGES

Portuguese · native
English · professional

RECOGNITION

Director of Marketing and Communication · honor
Empresa Copinha · publication