

FABIO MANGAS

SEA (Google Ads) Account Manager



About Me

Passionate about personal development for many years, I have discovered that my life mission's to help others grow and face new challenges.



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fsmartcfs@gmail.com



Elvas, Alentejo, Portugal

LANGUAGES

- English (C1)
- French (Native)
- Spanish (C1)
- Portuguese (C2)

SOFT SKILLS

- Management Skills
- Empathy
- Creativity
- Digital Marketing
- Strategical Thinking
- Leadership
- Curiosity
- Idea simplifier

ACHIEVEMENTS

I wrote a book about a specific topic in Google Ads."Les audiences Google Ads 2024" Available in Amazon



EXPERIENCE

Google Ads Account Manager at WeAdU Marketing London - UK - 2022 - 2024

I was in charge of a portfolio of about 10 clients across many industries in the US, France and the UK. My mission was to help clients grow in terms of gross sales (Conversion value) and keep a sustainable ROAS for them. My main client was a tech reseller (e-commerce) in the US.

Google Ads Account Manager -Teleperformance Lisbon - Portugal - 2020 - 2022

My mission was to help the customer optimize different aspects of their campaigns according to their objectives (in strategic terms). Representing Google Ads for the French and Swiss markets is a unique and very rewarding experience (personally and professionally). I worked with over 500 different accounts since I started in a variety of industries.

General Manager and Owner -Smart Cartridge Alegro Sintra - Sintra - Portugal - 2010 - 2023

This experience has been fundamental in developing essential skills in the workplace today, business management skills. Indeed, I have continuously worked according to the needs of the company (customer reception in store and sale of products, management of complaints, web marketing, amongst others). The "business" competence or the fact of being a manager of a franchising made me learn all the processes and challenges a business may encounter nowadays, from hiring new employees to prospecting new customers or training the staff for the sales process.

EDUCATION

Nova Business School

Economics Undergraduate degree
2001-2007

HARD SKILLS

- DRAWING FROM MY EXTENSIVE EXPERIENCE, I POSSESS A COMPREHENSIVE COMPREHENSION OF VARIOUS FACETS WITHIN A COMPANY, SPANNING FROM ACCOUNTING AND SALES TO MARKETING, MANAGEMENT, TRAINING, AND BEYOND. THIS HOLISTIC PERSPECTIVE ENABLES ME TO SWIFTLY FORECAST THE IMPLICATIONS AND RESOLUTIONS OF DECISIONS WITHIN THE ORGANIZATION, OFTEN OUTPACING OTHERS IN THIS REGARD.
- LANGUAGE SKILLS AND FLEXIBILITY - I CAN SEAMLESSLY TRANSITION BETWEEN DIFFERENT LANGUAGES, WHETHER IN A PROFESSIONAL OR PERSONAL SETTING.
- PROBLEMS SOLVER - MY LIFE EXPERIENCE AND HAVING MY COMPANY FOR MORE THAN 10 YEARS NOW HAS GIVEN ME A NATURAL TALENT TO SOLVE PROBLEMS IMMEDIATELY WHEN THEY HAPPEN

HOBBIES

- I HAVE A PROFOUND INTEREST IN TRACING MY FAMILY LINEAGE. UTILIZING SPECIALIZED SOFTWARE, I HAVE METICULOUSLY CONSTRUCTED MY FAMILY TREE AND UNEARTHED AN INTRIGUING DETAIL: A MEMBER OF MY FAMILY IS COMMEMORATED WITH A STREET NAME IN PORTUGAL.
- I ENGAGE IN REGULAR PHYSICAL EXERCISE TO MAINTAIN MY FITNESS. I PARTICULARLY ENJOY OUTDOOR WORKOUTS USING MY BODY WEIGHT, SUCH AS HIGH-INTENSITY INTERVAL TRAINING (HIIT) AND ROAD BIKING.

SEA SKILLS SUMMARY

CAMPAIGNS

- Performance Max
- Demand Gen
- Search campaign
- Display
- Shopping Standard
- Video

TOOLS

Google Ads Editor	<div><div></div></div> 95%
Google Analytics 4	<div><div></div></div> 85%
Google Looker studio	<div><div></div></div> 95%
Google Sheets	<div><div></div></div> 90%
Google Merchant Center	<div><div></div></div> 90%
Meta campaigns	<div><div></div></div> 70%

BUSINESS LINES

- Electronics / Electricity / Computing
- Education and advice
- Industry
- Machinery and equipment
- Business services
- Textile/ Clothing/ Footwear
- Transport/ Logistics

BEFORE LAUNCHING A CAMPAIGN

- Definition of Persona - Basic Level
- Definition of Persona - Advanced Level
- Choice of broadcasting networks
- Set precise goals with the client (MO)
- Define a cost-effective lead acquisition (CPA/ROAS)
- Definition of a budget adapted to the client's objective

SEARCH CAMPAIGNS

- Structure and overall hierarchy of campaigns
- Choice of keywords (to be validated with the client)
- Ad copy
- Keywords exclusion
- Choice of the best bidding strategy suited to the client's strategy

ADVANCED OPTIMIZATIONS FOR SEARCH CAMPAIGNS

- Implementation of automatic rules
- A/B Testing
- Optimizations for campaigns with low search volumes
- Optimizations for campaigns with little budget
- Optimizations for campaigns with expensive clicks
- Optimizations for campaigns that have a many audiences - large audience
- Optimizations for consultative (or non direct) sales

SHOPPING CAMPAIGNS

- Merchant Center feed optimization
- Dynamic remarketing lists

DISPLAY CAMPAIGNS

- Audiences Selection
- Observation and Targeting audiences
- Creating Custom Audience Segments
- Remarketing lists

OVERALL CAMPAIGN ANALYSIS

- Campaign Profitability Analysis
- Monitoring results via custom reports

Jean-François PEN
CEO, WeAdU
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London, 08/07/2024

To Whom It May Concern,

I am writing to recommend Fabio, who worked as a Google Ads Account Manager at WeAdU from August 2022 to August 2024. Fabio has been a valuable asset to our team, and I am confident he will bring the same level of dedication and expertise to any future role.

During his time at WeAdU, Fabio managed several key accounts, including our largest client, wellbots.com. His commitment to client success was evident when he made himself available outside regular office hours, particularly during the critical Black Friday period. Fabio's willingness to work late, including weekends, played a significant role in nearly doubling Wellbots' account performance year over year.

Fabio's language skills are exceptional; he is perfectly fluent in French and Portuguese and has a strong command of English and Spanish. This multilingual ability allowed him to manage campaigns across four languages successfully, broadening our reach and effectiveness in diverse markets.

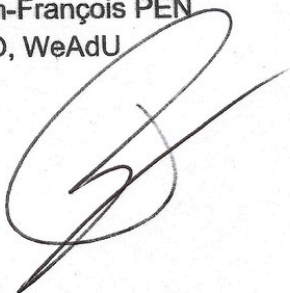
His experience spans various client types, from B2C online retailers and lead generation campaigns to B2B and local services. Fabio consistently delivered high ROI, aligning with our company's performance-based payment model.

Fabio's deep understanding of Google Ads and his strategic approach to campaign management have significantly benefited our clients. He is professional, dedicated, and highly knowledgeable, making him a strong candidate for any role in digital marketing.

Please feel free to contact me at the above address or phone number if you need any further information.

Sincerely,

Jean-François PEN
CEO, WeAdU

A handwritten signature in black ink, consisting of a large, stylized 'P' followed by a horizontal stroke and a small loop at the end.

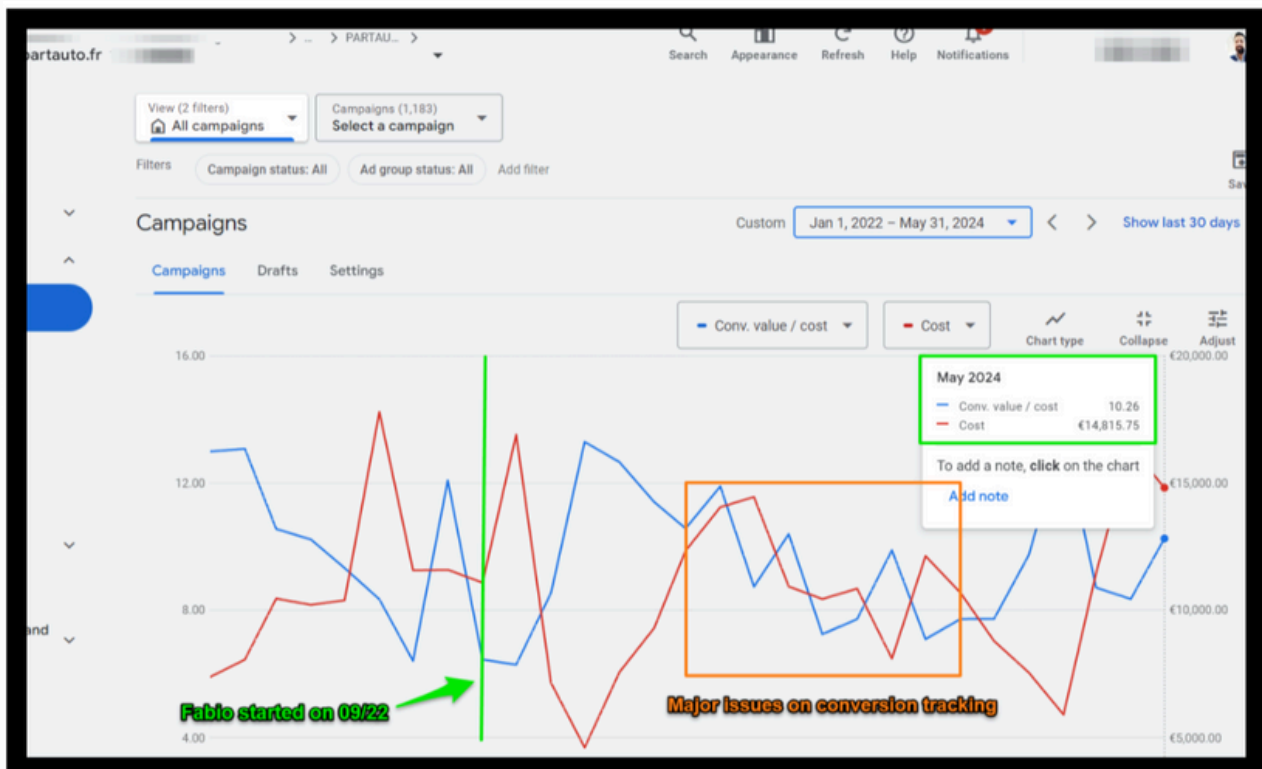
Subject: Recommendation Letter for Fabio Mangas

To Whom It May Concern,

We have had the pleasure of working approximately for two years with Fabio (Google Ads's account manager) on our Google Ads campaigns at Partauto for the french market, and we are pleased to highly recommend his services. Throughout our collaboration, Fabio has demonstrated exceptional qualities of reliability, rigor, and respect for invested budgets and goals, while also providing a valuable strategic vision for our company.

What particularly distinguishes Fabio is his way of managing our budget as if it was his own, ensuring the optimal use of every euro spent.

Here is an overview of Fabio's work with us:



After a huge drop in ROAS at the beginning of January 2022 from 12.99 (7373.93 in spend) to 6.45 (11082.79 in spend) in September 2022 Fabio started working on our account and :

- 1 – He was able to increase ROAS in the short term even if spend decreased (increase in ROAS was our primary goal at the time)
- 2 – Despite of internal major issues we had with conversion tracking during 2023, he helped us stabilize our ROAS and increase our spend level over time. He also helped our team fixing our conversion tracking issues. In March 2024, we got back to a good level of spend (always above 10K) with a ROAS of 8.71. Since then, spend has been above 10K and ROAS above 8.3.
- 3 – He was able to constantly propose and perform many tests during our collaboration and helped us think « out the box » and had a strategic approach of doing things

In sum, Fabio is an exceptional professional whose qualities of reliability, rigor, respect for invested budgets, and strategic vision make them an undeniable asset for any company. We warmly recommend their services to any organization looking to collaborate with a trusted expert.

Please feel free to contact us if you need any further information.

Sincerely,

Xavier ESTEVES
CEO at Partauto (www.partauto.fr)