

DIONATA BORGES

Paid Media Manager · Python Automation & Networking

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SUMMARY

Paid media manager with an unusual foundation: before managing ~32 ad accounts, I built network-equipment configuration automation at an internet service provider (Python, Netmiko, RPA). I combine performance-data analysis — custom dashboards in Python and Looker Studio — with the ability to build the tools that automate my own work. Gradually transitioning toward automation, networking, and embedded systems.

EXPERIENCE

BE+ — Marketing Agency | Paid Media Manager | Sep 2025 – present

- Manage ~32 client accounts across Meta Ads and Google Ads, with total ad spend of ~R\$80K/month (≈US\$15K), for manufacturing, retail, healthcare, real-estate, and legal clients.
- Build Python and Looker Studio dashboards integrating multiple data sources, driving client reporting and strategy.
- Define KPIs, run funnel analysis and A/B tests focused on lowering CPA.
- Build and deploy client websites (HTML/CSS/JavaScript).
- Designed and deployed a self-built automation stack for the agency in production (Docker, Linux VPS, n8n, PostgreSQL): a pipeline that pulls Meta Ads metrics via API and WhatsApp Business API-based client messaging (Evolution API + Chatwoot), with an integrated Kanban dashboard.

Lojas Renner S.A. (Realize) | Financial Assistant | Sep 2024 – Sep 2025

- Analyzed store financial data, handled credit approvals and loans, supported financial-product sales.

Vem Pra Uno — Internet Service Provider | NOC Analyst | Apr 2024 – Aug 2024

- Built the automated router-configuration software (Python, Netmiko, PyAutoGUI, Linux), adopted by the group's companies — eliminating manual setup.
- Network monitoring, L1/L2 support for customers and field technicians, equipment repair.

Dsolution | 3D Printer Operator | Dec 2023 – May 2024

- Modeling, production, calibration, and maintenance of 3D printers for on-demand products.

L.M.R Advogados Associados (Law Firm) | IT Support & Legal Assistant | Feb 2021 – Oct 2022

- Designed and maintained the firm's in-house NAS system (document exchange and networked backup).
- Systems integration, internal software rollout, and L1 support.

PERSONAL PROJECTS

- Home server on Termux (Android/Linux) running Telegram bots for personal automation.
- Embedded systems with ESP32; Ender 3 3D printer (assembly, calibration, modeling).
- Self-directed computer-networking study (Tanenbaum, Computer Networks).

EDUCATION & COURSES

- B.Tech in Data Science — UNInter (in progress, expected 2027).
- Full Stack Python and Git/GitHub — EBAC (2023) · Intensive Python (2023) · Production Planning & Control (2025).

SKILLS

Performance marketing: Meta Ads, Google Ads, Looker Studio, A/B testing, funnel and CPA/ROAS analysis

Technical: Python (Pandas, NumPy, Django), automation/RPA (Netmiko, PyAutoGUI), Docker, n8n, PostgreSQL, REST APIs/WhatsApp Business API, networking & protocols, Linux, SQL, Git/GitHub

Languages: Portuguese (native) · English (advanced reading/writing/listening) · Mandarin (basic)