

Kiara Monserrat Torres

Performance Marketing & Paid Media Specialist

Argentina — Remote | kiaratooesmk@gmail.com

Professional Summary

Performance Marketing Specialist with 4+ years of experience managing and scaling paid advertising campaigns for ecommerce and online businesses. Experienced across Meta Ads, Google Ads, YouTube Ads and TikTok Ads, with a strong focus on customer acquisition, conversion rate optimization and data-driven campaign scaling. Background in ecommerce and dropshipping managing the entire online sales funnel including product research, store creation, paid advertising strategy, creative testing and conversion optimization. Skilled in improving key performance metrics such as CTR, CPC, CPA and ROAS while helping brands scale revenue through performance marketing strategies.

Professional Experience

Paid Media Buyer & Performance Marketing Specialist

Independent Ecommerce & Digital Marketing Projects | 2022 — Present

- Managed and optimized paid advertising campaigns across Meta Ads, TikTok Ads and Google Ads (Search, Display and YouTube).
- Managed advertising budgets between \$5,000 – \$30,000 per month across multiple campaigns.
- Developed customer acquisition strategies using full-funnel campaign structures (TOF / MOF / BOF).
- Achieved campaign performance metrics including CTR up to 4–6% and ROAS between 2.5x – 4x on ecommerce campaigns.
- Reduced customer acquisition costs by 30–40% through creative testing, audience optimization and campaign restructuring.
- Launched and scaled ecommerce campaigns within dropshipping models from product research and store creation to ad scaling.
- Implemented retargeting strategies and conversion optimization techniques to increase sales and improve conversion rates.
- Conducted continuous A/B testing on creatives, copy, audiences and landing pages to maximize campaign performance.

Campaign Highlights

- Scaled ecommerce campaigns from \$20/day to over \$1,500/day in ad spend.
- Generated consistent 3x+ ROAS through structured creative testing and audience optimization.
- Built multi-platform acquisition strategies combining Meta Ads, TikTok Ads and Google Ads.

Core Skills

- Paid Media Strategy
- Performance Marketing
- Meta Ads (Facebook & Instagram)
- TikTok Ads
- Google Ads (Search, Display, YouTube)
- Customer Acquisition Strategy
- Creative Testing

- Conversion Rate Optimization (CRO)
- Ecommerce Marketing
- Dropshipping Campaigns
- Advertising Data Analysis

Tools

- Meta Ads Manager
- TikTok Ads Manager
- Google Ads Manager
- Google Analytics
- Shopify
- Conversion Tracking / Pixel Setup
- Landing Page Optimization
- A/B Testing

Languages

Spanish — Native

English — Advanced

Professional Mindset

Growth-oriented performance marketer focused on scaling campaigns, improving advertising performance and contributing to team growth. Strong belief in data-driven decision making, creative testing and continuous optimization to generate measurable business results.