



About Me: Portfolio Website (Click to view)

With 2.5+ years in performance marketing, I'm a Meta Blueprint Certified Media Buyer specializing in campaign strategy, optimization, and conversion tracking. I've managed €33,000+ in monthly ad spend (€795,000 total) across Meta, Google, and Amazon Ads, building full-funnel systems that achieve 7x-12x plus ROAS. Proficient in GA4, GTM, and CAPI, I blend analytics and creative strategy to scale high-impact campaigns that dominate the market.

Work Experience

Paid Media Lead

Inbounderz

July 2023-Present

- Managing €33,000+ per month (€795,000 total) with 7x-12x plus ROAS plus across Meta Ads (Facebook & Instagram), Google Ads, and Amazon Ads.
- Planning and executing cross-platform performance strategies for Real Estate, D2C e-commerce, B2B, Home Interiors, Automobile, and Hospitality & More.
- Implementing GA4, GTM, CAPI with CRM to Ads (enhanced/offline conversions) to improve attribution accuracy and bid signals.
- Closed six high-retainer clients through data-driven pitches; increasing agency revenue.
- Partnering with content/creative and web developers to launch conversion-optimized landing pages, improving UX and conversion rates.

Relationship Manager

Shelters

Sept 2021-Sept 2022

- Worked as a Real Estate Channel Partner in Mumbai, handling full sales cycles. Closed 8 deals in 12 months worth €48K-€145K.

Customer Advisor | JPMorgan Chase Bank

Concentrix

July 2020 to August 2021

- Served 10-12 U.S. retail banking clients per hour for JPMorgan Chase, offering personalized advice and effective communication to sustain high satisfaction and retention.

Collection Agent | Comenity Bank

Epicenter Technologies Private Limited

April 2019 to Oct 2019

- Handled outbound collections calls, identifying delinquency root causes, negotiating repayment plans, and reducing default rates while maintaining FDCPA compliance and high customer service standards.

Key Achievements

- Jewellery Brand (Online/Offline): Achieved 12.97x ROAS on €2,640 monthly spend, generating €30,000 in monthly revenue.
- Real Estate: €2,078 monthly spend, €29 CPL, 70 leads, 80.8% top-page rate.
- Nightwear E-Commerce Brand : €9,960 yearly spend, €1.57M revenue, 16.9x ROAS.

Education Qualification

Bachelor Of Management Studies- CGPA: 7.5/10

St. Xavier's Autonomous College, Mumbai

2021

Higher Secondary School Certificate, Science- 56.90%

St. Xavier's Autonomous College, Mumbai

2018

Secondary School Certificate- 81.20%

Our Lady Of Nazareth High School, Bhayandar

2016

Josvie John D'souza

Google & Meta Ads Expert

Personal Details

Location: Bangalore | India

Email: josviedsouza@gmail.com

Phone: +91-8369783735

Linkedin: @josviedsouza

Willingness to relocate:

Netherlands, Germany,
Poland, Denmark

Languages

- English (Fluent)
- German (A1)

Core Competencies

- Full-Funnel Marketing
- Cross-Channel Media Planning
- Data-Driven Decision Making
- Budget & ROI Management
- Team & Client Leadership

Marketing Tools

- Google & Meta Ads
- Amazon Ads
- Linkedin Ads
- GA4 & GTM
- Meta CAPI
- Zoho Bigin CRM
- Shopify & Wordpress
(Basic proficiency)

Certifications

(click to view)

- Meta Blueprint Media Buyer
- Growth School, Performance Marketing Pro
- Google Analytics 4
- Amazon Sponsored Ads
- Google Search, Shopping, Pmax
- Google Measurement