



Ricardo Silva

MEDIA BUYER &
COPYWRITER

SKILLS

- Media Buying Strategy
- Copywriting
- Social Media Advertising
- Search Engine Advertising
- Programming
- Email Marketing Campaigns

LANGUAGES

English
Portuguese

PROFILE

I'm Ricardo Silva, a media buying specialist with 5+ years of experience helping businesses grow through strategic media buys and optimized budget spend.

EDUCATION

2001 - 2012

School

Escola Secundária do Padrão da Légua

2014 - 2019

Business Economics

Universidade Portucalense

2017 - 2018 | Telemarketing

Inbound and outbound direct sales operator

Rh+

2018 - Present | Digital Marketing Specialist

E-commerce store owner. Freelancing and consulting for companies and agencies

Freelancer + Perto Creative Agency

2021 - Present | Affiliate Marketing

Designed numerous marketing campaigns, on multiple networks and formats

Freelancer

EXPERIENCE

CONTACT



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Porto, Portugal

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Porto, Portugal

Hello,

My name is Ricardo Silva, and I'm reaching out to introduce myself and share my background in media buying and strategic marketing. Over the past five years, I've worked across the US, Europe, LATAM, and Africa, developing a robust skill set in media buying, with a strong focus on delivering impactful, results-driven campaigns.

I began my career as an independent media buyer, managing campaigns end-to-end, and quickly honed my ability to strategically allocate media budgets to maximize ROI. My transition to consulting allowed me to tailor strategies to diverse client needs across industries, consistently enhancing brand visibility and engagement.

My international experience has equipped me with a global perspective and the adaptability to navigate different cultural contexts, which has been key in achieving success for clients in varied regions. I've attached my CV for your review, detailing my professional journey and achievements.

I am excited about the possibility of contributing my expertise to your organization. I would appreciate the opportunity to discuss how my background aligns with your needs.

Thank you for considering my application. I look forward to hearing from you.

Best regards,

Ricardo Silva