Keila Mateos
Trafficker Specialist.

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Paid Media Consultant · Senior Media Buyer

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Mexico



PROFESSIONAL SUMMARY

Paid Media Consultant and Senior Paid Media Specialist with 7+ years of experience helping B2B and B2C companies plan, launch, optimize and scale campaigns across Meta Ads, Google Ads and LinkedIn Ads. Specialized in lead generation, full-funnel strategy, conversion tracking, post-conversion analysis and CRM. Combines strategy, execution and analytics with AI and automation to reduce manual work, accelerate reporting and turn campaign data into actionable decisions.

SELECTED RESULTS

19,300+ leads generated	**MXN $1.7M** monthly ad spend managed in a single account	**381** units reserved	**MXN $95M** in reserved-unit value
MXN $15M in closed-sales value	**–20%** month-over-month CPL	**2.20%** acquisition margin	**0.75%** lead-to-close conversion rate

PROFESSIONAL EXPERIENCE

Jan 2025 – Present
Zebra High Performance Marketing

Senior Paid Media Specialist

- Manage end-to-end Meta Ads and Google Ads campaigns for a portfolio of clients in Mexico, overseeing budgets of over MXN $1.5M.
- Design full-funnel strategies and analyze the post-conversion journey to improve lead quality, conversions and media efficiency.
- Track CPL, CPA, CTR, conversion rate and acquisition margin, delivering reports and strategic recommendations to clients.
- Implement Meta Pixel, Conversions API and Google Tag Manager; run A/B tests and partner with creative teams.
- Automate analysis and reporting with AI agents, skills and workflows built on Claude, ChatGPT, Gemini and MCP tools.

Concurrent
Freelance and contract projects

Paid Media Consultant

- Develop paid media strategies and campaigns tailored to each client's goals, budget, funnel and growth stage.
- Conduct account audits to uncover opportunities in structure, targeting, tracking, creative and spend efficiency.
- Set up measurement and conversion tracking, analyze performance and recommend optimizations.
- Build AI-assisted reporting and analysis workflows that reduce manual tasks and speed up insights.

2022 – 2024
Dinterweb

Senior Paid Media Specialist

- Managed Meta Ads, Google Ads and LinkedIn Ads campaigns for B2B and B2C clients across Mexico and Latin America.
- Led full-funnel strategy and post-conversion analysis, optimizing ROAS, CPL, CPA, CTR and conversion rate.
- Built Looker Studio dashboards and reports; implemented Conversions API, GTM and Meta Pixel; ran account audits and CRM and GA4 integrations.

2019 – 2021
GrowX Agency

Paid Media Specialist

- Planned and executed paid media campaigns on Meta Ads, Google Ads and LinkedIn Ads across multiple industries.
- Delivered lead generation, conversion setup, account and landing page audits, reporting, forecasting and A/B testing.

CORE CAPABILITIES

01

Campaign management

- Setup, launch and continuous optimization across Meta Ads, Google Ads, YouTube Ads and TikTok Ads.
- Ad budgets exceeding MXN $1.5M, managed for efficiency and return on ad spend.
- Industry experience: e-commerce, healthcare, real estate and B2B.

02

Audience strategy and targeting

- Custom, lookalike and retargeting audiences built for every stage of the funnel.
- Targeting aligned with business objectives: lead generation, direct sales or brand awareness.

03

Analytics, optimization and reporting

- Monitoring of key KPIs: CTR, CPC, CPM, CPA and ROAS.
- A/B testing of creative, copy, audiences and landing pages.
- Executive reports and dashboards in Looker Studio and Google Analytics.

04

Applied artificial intelligence

- Platform AI: Performance Max and Smart Bidding (Google Ads); Advantage+ and predictive audiences (Meta Ads).
- AI-assisted workflows connecting Claude to Meta Ads via MCP (Model Context Protocol) for analysis, automated reporting and real-time, data-driven decisions.
- Generative AI to optimize copy, creative and targeting strategies.

PLATFORMS AND TOOLS

Meta Ads / Google Ads / LinkedIn Ads / GA4 / Google Tag Manager / Meta Pixel / Conversions API / Looker Studio / Claude / ChatGPT / Gemini / MCP-based workflows / Ads MCP Server

EDUCATION

Bachelor's Degree in Graphic Design
Universidad Vizcaya de las Américas, Piedras Negras Campus · 2013 – 2016

LANGUAGES

Spanish / English

Shall we talk about your campaigns?

Book a call: keylamateos.consulting/en/book-a-call keylamateos.consulting/en/cv