

Ignacio Sparvieri

Senior Media Buyer | Meta · Google · TikTok · AI | Performance & Growth

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PROFILE SUMMARY

Senior Media Buyer with **6+ years managing up to \$150K/month** in Meta, Google, and TikTok Ads across LATAM and US markets. I use **Claude** and generative AI daily to analyze campaigns, automate reporting, and optimize performance at scale, reducing analysis time and accelerating results. Data-driven strategist with a proven track record of **5x ROAS** and **\$4M+ in revenue**.

WORK EXPERIENCE

Senior Media Buyer – Bunker DB

Remote | Oct 2025 – Present

- Manage Meta, Google & TikTok Ads for 5 simultaneous clients across LATAM and US markets, conducting account audits to identify and resolve performance bottlenecks at campaign, ad set, and ad level.
- Reduced CPL by ~45% for an automotive client (\$69→\$38) maintaining same spend, through audience restructuring and creative refresh.
- Scaled brand reach +40% with Reels-first strategy and lookalike audiences across multiple markets.
- Automated reporting with Claude, cutting analysis time by 30% and accelerating optimization decisions across all accounts.
- Develop and present monthly performance reports with actionable insights and strategic recommendations to clients.

Freelance Paid Media Consultant – 011 Global

Remote | Sep 2024 – Oct 2025

- Run global Meta & Google Ads campaigns across LATAM, US, Europe and Asia in English, Spanish and Portuguese for a subscription-based virtual number service, focusing on CPA reduction and ROAS scaling.
- Tested and evaluated TikTok Ads and Reddit Ads as additional acquisition channels alongside core Meta and Google campaigns.
- Use Claude to analyze performance bottlenecks, generate campaign reports and create AI-powered ad creatives including avatars and images for multi-market testing.

CERTIFICATIONS

- Google Ads: Search & SEM (Google Skillshop)
- Meta Ads Specialist · Felipe Vergara (2026)
- TikTok Ads Claseflix (2024)
- Data Analytics · Coderhouse (2023)

TECHNICAL SKILLS

- Meta Ads Manager
- Google Ads (SEM/PMax)
- TikTok Ads
- GA4
- Claude - Higgsfield
- Canva
- Google Sheets
- GTM

LANGUAGES

Spanish (Native) | English (C1 – Advanced)