Joana Duarte Lagartinho

Digital Performance & Media Leader | Paid Media · Growth · Automation

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Profile

Performance marketing leader with 17+ years of experience driving brand and business growth through data-led media strategies across APAC, EMEA and the US. Spent the last seven years in Singapore leading regional teams and performance frameworks for global brands, including Bose, adidas, Uber, Sony Electronics, Sony PlayStation, The Coca-Cola Company, LVMH, Jetstar and Google.

Expert in planning and managing multi-channel campaigns (Paid Search, Paid Social, Display & Video, Programmatic), with a strong focus on automation and AI to scale efficiency. Skilled at turning business objectives into media strategies that accelerate ROI, customer acquisition and long-term brand value, and at building high-performing teams. Award-winning: Campaign Tech Awards 2020 and Festival of Media Global Awards 2020.

Core Skills

Leadership: Strategic Marketing Leadership · Team Building & Development · Stakeholder and Client Partnership · New Business Pitches

Media & Growth: Paid Media Strategy · Growth Marketing · Marketing Effectiveness · Media Operations Excellence

Data & Technology: Data-Driven Decision Making · Marketing Analytics · Automation & AI · Dashboards and Reporting

Languages: Portuguese (native) · English · Spanish · French · German

Professional Experience

Senior Digital Marketing Consultant (Freelance)

April 2026 – Present

- Plan, launch and optimise Search, Performance Max, Meta and LinkedIn campaigns for clients in PT, US, CA, UK and AU.
- Build media plans across Paid Search, Paid Social and Display/Video, with automated dashboards for performance reporting.
- Advise clients on measurement, budget allocation and growth strategy.
- Tools: Google Ads, Microsoft Ads, Meta Ads, LinkedIn Ads, Google Analytics.

Head of Biddable, WPP Media Singapore

May 2025 – January 2026

- Led the biddable practice (Search, Social, Programmatic, AdOps), driving operational excellence and innovation through automation and AI.
- Aligned strategy, operations and analytics teams to scale marketing impact and improve client satisfaction.
- Partnered with senior client leads across industries to define growth strategies and optimise investment efficiency.
- Team size: 90 · Media under management: +US$100M

Agency Performance Lead, WPP Media Singapore

July 2024 – May 2025

- Supported new business pitches, positioning the agency's performance capabilities and aligning strategy with each client's brief and objectives.
- Designed and rolled out performance frameworks for WPP Media's top 20 clients across APAC.

Regional Digital Director, EssenceMediacom Singapore

May 2020 – July 2024

- Optimised media and creative performance across biddable channels using custom KPI frameworks per client.
- Supported client management across Retail, Gaming, Consumer Electronics, FMCG and B2B Tech.
- Managed publisher and partner relationships, and delivered internal digital training.
- Recognised as Technology Chief at Campaign Asia's Women Leading Change Awards (2020).

Associate Performance Director, Mediacom Singapore

May 2019 – May 2020

- Managed clients and led the team: recruitment, coaching and training of managers, junior managers and interns.
- Planned and optimised campaigns across APAC, with automated reporting dashboards.
- **adidas Search Price Extension Automation:** built a product architecture linking Google Merchant Center SKU data to ad groups, automating Price Extensions at scale. Saved hundreds of manual hours, was rolled out to other regions, and won the Campaign Tech Awards 2020 (Breakthrough Tech as Part of a Campaign – Retail).
- **adidas App launch (SEA):** created the strategy and media plan for the "adidas: Sneakers & Clothing" app across ID, MY, PH, SG, TH and VN, with budget split and CPI targets by Android/iOS share. Executed on Google Ads and Apple Search Ads.
- **Riot Games, League of Legends APAC launch:** developed the strategy, audience segmentation and media plan for the Q1 2020 app launch.
- Tools: Google Ads, Microsoft Ads, Yahoo! Japan, Meta, Twitter, Snapchat, Google Marketing Platform, Google Analytics, Adobe Analytics, mReport (Datorama), Looker Studio, Visual IQ.

Regional Performance Manager, Mediacom Singapore

October 2016 – May 2019

- Planned and managed APAC campaigns across Search, Shopping, Display, Remarketing, YouTube, Social and Amazon Marketing Services.
- **Uber Eats APAC branding (2018–2020):** built media plans across DV360 Display and YouTube for awareness and reach, optimising to CPM with Brand Lift as the secondary metric.
- Trained junior managers and interns; produced automated reporting.
- Tools: Google Ads, Microsoft Ads, Yahoo! Japan, Meta, SA360, DV360, CM360, Google Analytics, Adobe Analytics, mReport.

Senior Paid Search Manager, Sixt Rent-A-Car, Munich

September 2013 – October 2016

- Managed Search, Display and YouTube campaigns across UK, US, CA, PT and BR, including landing page A/B testing.
- Contributed to agile web projects (UX testing, user stories, A/B testing with Optimizely, web analytics).
- Tools: Google Ads, Microsoft Ads, Yahoo!, Google Analytics, Adobe Analytics, Oracle BI, QlikView, JIRA.

Earlier Roles

Online Campaign Manager / SEM Executive, Auto Europe Car Rental, Munich (2012–2013): managed Google and Bing campaigns across Portugal, Ireland, Asia, Africa and Eastern Europe; built landing pages and monitored web analytics.

Online Campaign Manager, Banco Best, Lisbon (2012): managed Google Ads campaigns, landing pages and banners with design and development teams, plus email marketing.

SEM Analyst, Media Contacts – Havas Media, Lisbon (2011–2012): created and optimised Search and Content campaigns for traffic and lead goals across Finance, Fashion, F&B, Tourism and Healthcare in six European markets.

Awards

- Technology Chief, Women Leading Change Awards, Campaign Asia (2020)
- Breakthrough Tech as Part of a Campaign – Retail, Campaign Tech Awards (2020)
- Best Use of Digital Media – Web, Festival of Media Global Awards (2020)

Education & Certifications

- Diploma in Business Communication (2007)
- Leadership Behaviours, QA Ltd
- Introduction to Generative AI, Google Cloud (Coursera)
- Foundations of Project Management (Coursera)