

Lucas Portal

End-to-end Growth · CRO, Experimentation & Attribution

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01 / SUMMARY

I lead conversion and data integrity for B2B acquisition funnels, from the ad click to the lead in the CRM. I run the full cycle of each initiative: diagnosis, hypothesis, specification, tracking, A/B testing with sample size calculation, analysis, building the solution and communicating with leadership. In practice, I combine three roles that usually belong to different people: data analyst, growth PM and the person who ships the solution, using AI agents to deliver production code.

02 / EXPERIENCE

Caju · CRO Specialist · Lead, Capture & Conversion Squad

Jan 2025 – present

Brazilian B2B platform for corporate benefits and people management. The squad owns conversion across the website, forms, landing pages and chatbot, from session to approved sign-up.

- **Experimentation:** design and reading of A/B tests with A/A validation, sample size calculation and sequential testing. In the homepage test, I found the control group had lost the chatbot on the day the test started; once corrected, the result moved from –9.7% to +6.1% and the new homepage took 100% of traffic.
- **Attribution:** recovered lead source data on three fronts: a homepage CTA that wiped UTMs (52% of form entries), a chatbot passing no UTMs and a test split script dropping parameters. Led the tracking governance program: 36,000 sessions audited, a guide, a URL builder and a live error monitor.
- **New acquisition journey:** specified, built and launched a new form with lead-type routing, admin area and dashboard (Next.js, Supabase, Vercel), A/B tested against the legacy form and now receiving all acquisition traffic.
- **Chatbot:** brought the bot back online and connected Intercom, Zapier and Salesforce by client_id, making bot leads measurable by session for the first time. After fixing conflicting rules, site session-to-lead rose 8% in two weeks, with channel shift made explicit in the analysis.
- **Website migration to Webflow:** coordinated the agency and launch checklist with no conversion drop and about 10% better session duration and bounce rate.
- **Automated monitoring:** daily report with P5–P95 bands by weekday and anomaly alerts, a single source of truth for official site metrics used by media, CRM and leadership, and a squad dashboard refreshed daily (Claude, Databricks, Vercel, GitHub Actions).
- **Root cause investigations for leadership:** proved a conversion drop was a rate effect, not a mix effect; found 86.7% of a paid campaign's clicks arriving without a GA4 session; showed desktop SQL rate at 2.3x mobile within the same ad groups.
- **Acquisition and security:** launched landing pages and tools, including an interactive assessment with 11.6% lead conversion in its first week. Fixed the root cause of a high-severity pentest finding and uncovered two additional vulnerabilities.
- **Leadership:** created and led an 8-person cross-functional squad in 2025; the squad now runs on four fronts (conversion, instrumentation, attribution and CRM handoff) in two-week sprints.

MuchMore Digital · Web Analytics Analyst

Apr 2023 – Dec 2024

- Measurement of digital campaigns for multiple clients, including one of the world's largest automotive groups, using GA4/GA360 and Power BI.
- KPI dashboards and monthly user behavior reports with optimization recommendations.

DP6 · Business Analytics Consultant

Apr 2022 - Jan 2023

Leading Brazilian consultancy in data-driven marketing and digital analytics.

- Analytics consulting for campaigns on Google Ads, Meta and Amazon Ads.
- Looker Studio reporting and SQL analyses for near-real-time marketing insights.

Kaya Mind · Digital Marketing Analyst

Jan 2021 - Apr 2022

First Brazilian data and market intelligence company for the cannabis and hemp sector; joined the month the startup began operating.

- Defined the communication strategy and ran digital campaigns from day one of operations.
- Monthly performance and campaign optimization reports.

VG8 · Marketing Analyst

Feb 2019 - Oct 2020

Mobility, credit and merchant-acquiring fintech, a joint venture with Banrisul and acquirer Vero.

- Inbound marketing and content strategy, with paid media performance measurement.
- Active participation in product definition for the merchant-acquiring market.

Park Indigo Brasil · Digital Marketing Analyst

Feb 2017 - Oct 2018

Brazilian operation of French group Indigo, a world leader in parking and urban mobility management.

- Coordinated communication between the Brazilian branch and global teams.
- Implemented the website adapted to the local market, with SEO analysis.

Earlier experience (2009–2018): co-founder of Lucas Portal Produções Audiovisuais; videomaker at Cuentos y Circo (clients included Grêmio FBPA and Sanremo); Grupo RBS; Musicollege; RedeHost; Outgreen Creative Design.

03 / STACK

Data: advanced SQL (window functions, deduplication, table grain) · Databricks · BigQuery · Metabase · Power BI · Looker Studio

Experimentation & tracking: A/B testing · sample size calculation · A/A validation · sequential testing · GA4/GA360 · GTM · dataLayer

Attribution: UTM taxonomy · click ID propagation · cross-domain session stitching · paid media analysis (Google, Meta, Microsoft, Amazon Ads)

CRM & integrations: Salesforce · Zapier · Intercom · Fillout · Marketing Cloud

Building: TypeScript · React · Next.js · Supabase · Vercel · Cloudflare · GitHub Actions · Webflow · Framer

Applied AI: AI agents to ship production software · reusable skills · scheduled automations with Claude

04 / EDUCATION

B.A. in Advertising and Marketing Communications · UNISINOS, Brazil 2008 - 2014

Certifications: Google Analytics · Web Content Production (Rock Content)

Languages: Portuguese (native) · English (advanced)