

MR

Michael Rodriguez

Paid advertising expert optimizing campaigns for maximum ROI
PPC specialist with six years of experience managing Google Ads and social media advertising. Skilled in keyword research, bid strategy, and performance tracking.

CONTACT



(123) 456-7890



email@example.com



LinkedIn | Portfolio



Phoenix, AZ

EDUCATION

- Bachelor of Business Administration in Marketing

Arizona State University, Phoenix, AZ | May 2018

KEY SKILLS

- Ad campaign optimization
- Bid strategy management
- Keyword research
- ROI analysis
- Social media ads

PROFESSIONAL EXPERIENCE

PPC Specialist | AdWise, Phoenix, AZ
February 2020 - Present

- Managed \$2 million in annual ad budgets, achieving an average ROI of 400%
- Improved click-through rates by 20% through detailed keyword and bid strategy adjustments
- Implemented retargeting campaigns that increased conversions by 15%

Digital Marketing Assistant | BrightPath Solutions, Phoenix, AZ
May 2018 - January 2020

- Assisted in setting up ad campaigns on Google Ads and Facebook Ads
- Analyzed campaign performance and created reports for stakeholders