



Jacob Wilson

Social Media Advertising Specialist

Social media advertising specialist with five years of experience optimizing paid campaigns and maximizing ROI.

CONTACT

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 jacob.wilson@example.com

 LinkedIn | Portfolio

 Houston, TX 77002

KEY SKILLS

- Paid social strategy
- Budget management
- A/B testing
- Team training
- ROI analysis

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA ADVERTISING SPECIALIST | ADCRAFT, HOUSTON, TX
FEBRUARY 2022 – PRESENT

- Managed a \$150K monthly ad budget across Facebook and Instagram, achieving a 2.5:1 ROI
- Reduced cost-per-click by 15% through ongoing A/B testing of ad creatives
- Trained junior team members on ad platform best practices

DIGITAL ADVERTISING COORDINATOR | MEDIABOOST, HOUSTON, TX
JANUARY 2018 – JANUARY 2020

- Coordinated campaign setup and tracking for 20+ clients, increasing average ROI by 10%
- Generated weekly performance insights, enabling quicker optimizations
- Developed audience segmentation strategies that improved ad relevance scores

EDUCATION

Bachelor of Arts (B.A.) Advertising
University of Houston, Houston, TX | May 2017