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Drew Thompson

Paid Media Specialist

Paid media specialist with five years of experience managing PPC and display campaigns across Google Ads, Meta, and LinkedIn. Expertise in bidding strategies, creative testing, and cross-channel media planning. Proven track record of increasing ROAS and lowering acquisition costs.

CONTACT



(555) 666-7777



email@example.com



LinkedIn | Portfolio



Miami, FL

KEY SKILLS

- A/B testing
- Ad copywriting
- Audience targeting
- Budget management
- Campaign performance tracking
- Google Ads
- Paid social
- ROAS optimization

Professional Experience

PAID MEDIA SPECIALIST | VOLT PERFORMANCE

MAY 2020 - PRESENT

- Managed \$600K annual media budget, optimizing across platforms to increase return on ad spend (ROAS) by 55%
- Launched creative A/B tests and audience segmentation that decreased cost per acquisition (CPA) by 30% in under 12 months
- Created weekly performance dashboards and presented insights to marketing leadership, guiding media investment decisions

DIGITAL ADVERTISING COORDINATOR | TRUEFLEX FITNESS

JUNE 2018 - APRIL 2020

- Ran Facebook and Google Ads for seasonal campaigns, generating 12,000+ clicks and 4.2% average conversion rate
- Adjusted keyword bids and ad copy weekly based on CTR and Quality Score metrics
- Coordinated retargeting campaigns using Google Display Network and Meta Pixel

Education

- Bachelor of Business Administration in Marketing
Florida International University, Miami, FL | May 2018

Certifications

- Google Ads Search Certification | Google | January 2024