



Mei Delgado

Senior Marketing Consultant

CONTACT INFORMATION



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Tooele, UT 12345

EDUCATION

- **BS in Marketing**
Utah State University, Logan, UT
| 2016 - 2020

KEY SKILLS

- Google Analytics
- Google Ads
- Salesforce CRM
- B2B Marketing Strategy
- Paid Search Advertising
- Outbound Sales Prospecting
- Audience Segmentation
- Campaign Performance Analysis
- Microsoft Excel
- KPI Reporting

ABOUT ME

Marketing consultant with 6 years of experience generating \$187,300 in average annual revenue per client by designing multi-channel acquisition strategies combining paid search, email, and outbound outreach. Holds a Google Analytics Certification and works across Google Ads, Salesforce CRM, and audience segmentation to consistently exceed ROAS benchmarks for B2B accounts.

PROFESSIONAL EXPERIENCE

SENIOR MARKETING CONSULTANT | COPPER CANYON STRATEGY PARTNERS, TOOELE, UT 2023 - PRESENT

- Generated an average of \$187,300 in annual revenue per client across 14 B2B accounts by designing multi-channel acquisition strategies combining paid search, email, and outbound outreach.
- Qualified mid-market accounts and led an average of 9 discovery meetings per week to scope their marketing needs.
- Achieved a ROAS of 5.3 against a company benchmark of 3.0 on Google Ads campaigns by restructuring keyword groups and bid strategies.
- Increased per-client revenue from \$112,700 to \$187,310 over 14 months by adding email nurture tracks and retargeting audiences to each account plan.

MARKETING CONSULTANT | STANSBURY BASIN MEDIA GROUP, SALT LAKE CITY, UT 2021 - 2023

- Grew revenue per client from \$78,900 to \$136,400 over 18 months by refining audience segmentation and reallocating spend toward top-performing channels.
- Built lead-tracking reports in Salesforce CRM for prospective clients, supporting 11 signed consulting engagements in one year.
- Delivered a ROAS of 4.1 on paid search campaigns for 9 regional clients, exceeding the agency benchmark of 2.5.
- Conducted quarterly strategy presentations for each account, translating Google Analytics data into actionable recommendations within 48 hours of period close.

MARKETING COORDINATOR | RED BUTTE COMMUNICATIONS LLC, SANDY, UT 2020 - 2021

- Supported 8 client accounts by preparing campaign briefs, scheduling ad placements, and monitoring daily spend totals against monthly caps.
- Logged 19 prospecting calls per day to schedule introductory meetings for senior consultants, contributing to \$67,200 in new contract value per quarter.
- Tracked ROAS across 4 paid search accounts, flagging campaigns that dropped below a 2.0 return within 24 hours for consultant review.

CERTIFICATIONS

- GOOGLE ANALYTICS CERTIFICATION | GOOGLE | 2021