

Growth Marketing Manager | Four15 Digital

AUGUST 2025 – JANUARY 2026

- Account Manager for 6 different clients, ranging in spend from \$8K to \$100K per month
 - Managed Meta, LinkedIn, Google Ads, Microsoft Bing, AdRoll, Email & all stages of the marketing funnel
- Set up, monitored, tracked, and evaluated campaign performance analytics based on client KPI targets & ICP
- Lead presentations & Quarterly Business Reviews, offering comprehensive analysis of performance & key insights
- Expertise in managing CRM and CRO operations across diverse digital platforms
- Google AI, GEO/AEO and Smart Bidding Machine Learning trained and certified

Director of Search Engine Marketing | LA SEO Service

JANUARY 2020 – JULY 2025

2022, 2023 & 2025 Google Ads Premier Partner Award Winner

- Managed 40+ Google & Bing accounts with \$49 million in yearly spend
- Managing over 4.6 million product SKUs in Google Merchant Center across several accounts
 - Largest account spends 1+ million per month with 1.5 million SKUs (Automotive e-commerce)
- Lead a team of 3 SEM employees & responsible for employee education & career advancement
- Responsible for all aspects of Google Ads Campaigns – Shopping, Pmax, Search, Remarketing, YouTube & App Store
- Main point of contact for all Google Ad accounts with heavy client-facing efforts
- Google Analytics 4 and Google Tag Manager HTML installation and setup proficiency

Senior SEM & SEO Analyst | LA SEO Service

JULY 2016 - JANUARY 2020 (PROMOTED)

- *Certifications:* Google Analytics, Google Ads: Search, Shopping, Pmax, Display, YouTube, & AI bidding
- SEM & SEO synergy leveraging search term & keyword data to help grow client website performance
- Constructed, launched, revised & maintained client Google Ads & Bing Accounts based on data
 - Client Examples – Automotive, Health & Beauty, Software, Travel, Home Décor & More
- Evaluate & created Google Ad audits & SEO proposals for potential clients
- SEO & SEM Analyst for lead generation, ecommerce, B2C, B2B and SaaS client websites
- Highly experienced in implementing & creative SEO tactics and SEM campaigns
- Conversion funnel & landing page optimization – Proven +19% revenue & SQL increase tactic

Search Engine Optimization Manager | LA SEO Service

JULY 2014 - JULY 2016 (PROMOTED)

- Practice white hat SEO tactics – Local, hyperlocal & national SEO efforts
- Managed link building, backlink profile, keyword research & title tag creation for +100 clients
- Maintained & updated client websites & blogs to be SEO friendly based on data
 - Worked with the content team to produce SEO friendly content with and without AI input
- Tracked client's SEO rankings, traffic & reporting using Google Looker Studio & Microsoft Power BI
- Developed & implemented technical SEO strategies, including metadata, structured snippets, schema markup, 301 redirects, and canonical tags, and created SEO proposals with website audits for potential clients

EDUCATION

Bachelor's Degree In Multi-Media Journalism | Lynn University

3.63 GPA, ZBT Fraternity Vice-President, 2 year Copy Editor for Lynn University weekly newspaper

SKILLS

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|------------------------------------|-----------------------------------|--|
| - Search Engine Optimization (SEO) | - Google Analytics GA4 | - 2022, 2023 & 2025 Google Ads Premier |
| - Search Engine Marketing (SEM) | - SaaS, B2B, B2C Experience | Partner Award Winner |
| - Google Ad Certification | - SEMRush, Screaming Frog, AHrefs | - Eagle Scout |
| - E-Commerce & Lead Gen conversion | - Shopify, Magento, WordPress | - PC, Apple & Android User |