



ETHAN MARTINEZ

Paid Media Manager

PROFESSIONAL SUMMARY

Results-oriented Paid Media Manager with 7 years of experience in developing and executing data-driven campaigns across digital platforms. Expertise in optimizing ad spend and enhancing brand visibility through strategic analytics and audience targeting. Proven track record of delivering measurable results and fostering collaborative relationships to achieve business objectives.

WORK EXPERIENCE

Paid Media Manager

Apr / 2021-Ongoing

Quantum Solutions LLC

Phoenix, AZ

1. Developed and managed digital advertising campaigns to optimize brand visibility and engagement.
2. Collaborated with creative teams to design compelling ads that resonate with target audiences.
3. Utilized analytics to assess campaign performance, making data-driven adjustments for improved outcomes.
4. Established and maintained strong client relationships, advising on best practices for media strategies.
5. Executed comprehensive media planning, including budget allocation and performance forecasting.
6. Conducted market research to identify trends and inform strategic decisions for campaigns.
7. Monitored and reported on campaign metrics, delivering insights to stakeholders for continuous improvement.

MEDIA MANAGER

Apr / 2018-Apr / 2021

Silver Lake Enterprises

Seattle, WA

1. Coordinated with production teams to ensure timely delivery of advertising materials.
2. Managed vendor relationships to negotiate favorable terms and optimize media buys.
3. Oversaw the reconciliation of media invoices, ensuring accuracy in billing and compliance.
4. Implemented project management strategies to streamline workflow and enhance team collaboration.
5. Responded to client inquiries and resolved issues, maintaining high levels of satisfaction.
6. Maintained an organized repository of media assets and performance reports for easy access.

EDUCATION

Bachelor of Arts in Marketing

Apr / 2015-Apr / 2018

University of California, Berkeley

Phoenix, AZ

Focused on digital marketing strategies and consumer behavior analysis.

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SKILLS

Data Analytics Tools



Digital Advertising Management



Content Calendar Management



Cross-platform Marketing



Crm Software



Ad Campaign Optimization



INTERESTS

Art

History

Reading

Dancing

STRENGTHS

Sincerity

Optimism

Integrity

Ambition

LANGUAGES



English



Dutch



Mandarin

ACHIEVEMENTS

Increased ROI by 40% through targeted PPC campaigns.

Achieved a 30% growth in audience engagement via optimized social media ads.