







# Noah Walker

## PPC Campaign Manager

Results-oriented PPC campaign manager with a focus on ROI optimization

Experienced PPC campaign manager with 10 years of success designing and executing paid advertising strategies. Proven ability to reduce costs while maximizing conversions through data-driven decisions.

## CONTACT INFORMATION

-  (987) 654-3210
-  email@example.com
-  LinkedIn | Portfolio
-  Atlanta, GA

## EDUCATION

Bachelor of Science in Business  
Administration Georgia State University |  
Atlanta, GA

## KEY SKILLS

- Google Ads and Bing Ads
- Conversion rate optimization (CRO)
- Budget allocation and management

## PROFESSIONAL EXPERIENCE

### PPC CAMPAIGN MANAGER | BRIGHTPATH DIGITAL | JUNE 2017 TO PRESENT

- Managed over \$1 million annual advertising budget, reducing CPC by 30% while increasing conversions by 45%
- Develop keyword strategies that improve ad relevance scores, boosting campaign efficiency
- Implemented A/B testing processes that enhanced landing page performance and doubled lead generation

### DIGITAL MARKETING SPECIALIST | GROWTHWAVE AGENCY | JANUARY 2015 TO MAY 2017

- Launched paid media campaigns that generated a 20% increase in site traffic
- Monitored and analyzed campaign data to optimize performance continuously
- Conducted competitor analysis to identify new opportunities in paid search markets

## CERTIFICATIONS

- Google Ads Search Certification | Google | March 2023