




Owen Parker


PERFORMANCE MARKETING SPECIALIST


Performance marketing specialist focused on maximizing ROI


Results-driven performance marketing specialist with nine years of experience in paid media, A/B testing, and audience segmentation. Proven success in optimizing campaigns to reduce costs and increase conversions.

CONTACT INFORMATION

 (456) 789-0123

 email@example.com

 LinkedIn | Portfolio

 Austin, TX

KEY SKILLS

- Paid media optimization
- Conversion rate analysis
- Audience segmentation

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist | Velocity Marketing | March 2018 to present

- Managed PPC campaigns across Google Ads and Facebook, achieving a 40% increase in conversion rates
- Conducted A/B tests on ad creatives, leading to a 20% reduction in CPC
- Utilized audience segmentation to improve targeting and boost campaign engagement by 25%

Marketing Coordinator | Prime Edge Media | January 2016 to February 2018

- Supported paid advertising initiatives, contributing to a 15% increase in lead acquisition
- Analyzed campaign performance data to provide actionable recommendations for optimizations
- Assisted in creating ad copy and visuals for digital campaigns

EDUCATION

Bachelor of Business Administration

University of Texas | Austin, TX |

CERTIFICATIONS

- Google Ads Display Certification | Google | July 2022