



Gabriel Thompson

Paid Media Manager

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LinkedIn URL

Paid media manager with expertise in performance-driven digital advertising

Paid media manager with 7+ years' experience increasing conversions by 45%, cutting CPC by 25%, and improving ROAS by 35% on \$1M+ ad budgets.

Key Skills

PPC campaign management
(Google Ads, Facebook Ads)

Budget allocation and optimization

CRO

Performance tracking and reporting

Audience segmentation

Professional Experience

June 2019 - Present

Paid Media Manager

Performance Ad Group | Chicago, IL

- Managed a \$1 million annual advertising budget, increasing conversions by 45%
- Reduced cost-per-click (CPC) by 25% through bid optimization and ad creative testing
- Developed retargeting strategies that improved ROAS by 35%

August 2015 - June 2019

Digital Advertising Specialist

AdVantage Media | Chicago, IL

- Created PPC campaigns that increased lead generation by 50%
- Analyzed campaign performance data to adjust bidding strategies for better efficiency
- Developed lookalike audience campaigns that improved conversion rates by 20%

Education

Bachelor of Science in Marketing Analytics

University of Illinois | 2015