



Gabriel  
Thompson

Paid Media  
Manager

City, ST  
email@example.com  
(123) 456-7890  
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