



BRYAN

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

LEAD GENERATION/GOOGLE ADS/GOHIGHLEVEL MANAGEMENT/META ADS MANAGER

Accounting Kings | June 2022 – Present (2 Years, 5 Months)

- Developed and launched lead generation campaigns across social media, email, and paid ads. Managed and optimized Meta and Google Ads for higher ROI and conversions, automated workflows in GoHighLevel, and tracked campaign KPIs for performance reporting.

GAME TESTER

Kompete | February 2023 – July 2024 (1 Year, 6 Months)

- Conducted comprehensive QA testing, identified and documented bugs, and collaborated with developers and designers to improve gameplay, performance, and user experience across multiple platforms.

YOUTUBE SOCIAL MEDIA MANAGER

5 Dive Holding LLC | June 2022 – January 2023 (8 Months)

- Created and executed social media strategies that increased YouTube subscribers, views, and engagement; analyzed channel metrics to optimize content and improve overall performance.

SKILLS/AREAS OF EXPERTISE

- Lead Generation & Prospecting
- Ad Campaign Planning & Strategy
- Ad Setup & Optimization (Google Ads & Meta Ads)
- Copywriting for Ads & Landing Pages
- Audience Targeting & Segmentation
- Landing Page & Website Optimization
- Search & Display Advertising
- Creative Production (Ad Creatives, Graphic Design, Video Editing)
- Competitor & Trend Research
- Keyword Research & Data-Based Audience Insights
- CRM & Automation (GHL)
- Campaign Reporting & Performance Tracking

TECHNOLOGY

- LinkedIn Sales Navigator
- Google Ads Manager
- Meta Ads Manager
- Canva
- ChatGPT
- Google Analytics
- Slack
- Microsoft Office 365
- GoHighLevel (GHL)
- WordPress
- Elementor

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