



NINO

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Google Ads Campaign Management
- Microsoft Ads Campaign Management
- Meta Ads Management
- TikTok Ads Management
- PPC Strategy & Optimization
- Keyword Research & Targeting
- Campaign Setup, Scaling & A/B Testing
- Conversion Tracking & Performance Analysis
- Reporting & Analytics (CTR, CPC, ROAS, CPL)
- Landing Page & Ad Copy Alignment
- Audience Targeting & Retargeting
- Budget Management & Bid Optimization

TOOLS

- Google Ads
- Microsoft Ads
- Meta Ads Manager
- TikTok Ads Manager
- Google Analytics (GA4)
- Looker Studio
- Google Keyword Planner
- SEMrush
- Ahrefs
- Google Workspace
- Microsoft Office 365

Results-driven Digital Ad Marketing Specialist with 6+ years of experience managing and scaling PPC campaigns across Google Ads, Microsoft Ads, and multi-industry accounts. Proven track record of reducing CPC by up to 25%, increasing ROAS up to 4x, and driving 30%+ lead growth through data-driven optimization, A/B testing, and strategic keyword targeting. Brings strong expertise in conversion tracking, campaign scaling, and performance analytics, helping organizations maximize ad spend efficiency and achieve measurable business growth.

WORK EXPERIENCE

GOOGLE ADS MANAGER (CONTRACT)

HealthPro Marketing | March 2025 – July 2025 (4 Months)

- Increased lead volume by 38% in 4 months through optimized bidding, keyword refinement, and conversion tracking setup for healthklinux.com.au.

GOOGLE ADS MANAGER

Adheft Marketing | August 2023 – March 2025 (1 Year, 7 Months)

- Managed 50+ campaigns across healthcare, education, and local industries; reduced CPC by 25% via A/B testing and improved ROAS by aligning ad copy with landing pages.

FREELANCE PPC MANAGER

Various Clients/Fiverr | November 2021 – July 2023 (1 Year, 8 Months)

- Built and optimized PPC campaigns for SMEs, consistently generating leads under \$20 CPL while auditing and improving client tracking and reporting systems.

ADVERTISING SUPPORT SPECIALIST

Majorel Philippines | June 2018 – August 2023 (5 Years, 2 Months)

- Provided end-to-end Microsoft Ads campaign setup and troubleshooting for SMBs, implemented conversion tracking, and maintained 96% SLA compliance.

CUSTOMER & TECHNICAL SUPPORT SPECIALIST

Various BPOs (AT&T, Microsoft, Time Warner) | 2007 – 2018 (11 Years)

- Delivered technical support for internet and PC services, developing strong communication and troubleshooting skills later applied in ad operations and client support roles.

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