



MARK

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy (Google Ads Focus)
- PPC Campaign Management & Optimization
- Google Ads Account Auditing & Setup
- Campaign Scaling & Performance Optimization
- Data Analysis & ROI Optimization
- Conversion Tracking & Tag Implementation
- Customer Support & Technical Troubleshooting
- Payment Processing & Account Management
- Booking & Reservation Systems (Travel Industry)

TOOLS

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Workspace (Drive, Gmail, Calendar)
- Zendesk
- Stripe
- Braintree
- Slack
- Loom
- Sabre Airline Solutions
- Amadeus Ticketing Platform
- Microsoft Office Tools

Results-driven Google Ads Specialist with experience managing end-to-end PPC campaigns, from audit and setup to optimization and scaling. Proven ability to transform underperforming accounts into high-performing revenue drivers through data-driven strategies, precision targeting, and ROI-focused bidding techniques. Brings strong expertise in Google Ads, Google Analytics, and Tag Manager, helping organizations maximize ad performance, increase profitability, and achieve sustainable digital growth.

WORK EXPERIENCE

GOOGLE ADS PERFORMANCE ARCHITECT/DIGITAL MARKETING SPECIALIST

Google AdSales B2B | April 2023 – Present

- Manages and optimizes Google Ads campaigns end-to-end by leveraging data-driven strategies, machine learning, and ROI-focused bidding to improve client profitability and scale performance.

TECHNICAL SUPPORT SPECIALIST (GOOGLE WORKSPACE INDIVIDUAL)

Google Workspace Support | September 2019 – January 2023 (3 Years, 5 Months)

- Provided technical support for Google Workspace tools including scheduling, eSignatures, and mail merge while translating complex technical issues into user-friendly solutions for small business clients.

CUSTOMER SERVICE REPRESENTATIVE (FINANCIAL SERVICES)

Worldpay (Sitel Puerto Princesa) | February 2019 – September 2019 (8 Months)

- Handled payment processing, credit card services, and account-related inquiries including fraud prevention, card replacement, and transaction support.

CUSTOMER SERVICE REPRESENTATIVE (AIRLINE SUPPORT)

Virgin Australia (Sitel Puerto Princesa) | November 2017 – February 2019 (1 Year, 4 Months)

- Assisted customers with flight bookings, cancellations, refunds, and travel-related inquiries while ensuring compliance with airline policies and regulations.

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