



KRISTOPHER

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Social Media Management
- Facebook Media Buying
- Meta Ads Campaign Management
- Lead Generation
- Community Management
- Campaign Optimization
- Audience Research & Segmentation
- Retargeting Campaigns
- Conversion-Focused Marketing
- Copywriting
- Content Strategy
- Instagram Growth
- Reels Strategy
- Creative Testing & Performance Analysis
- KPI, CPL & CPA Analysis
- CRM Management
- Customer Onboarding
- Email Support
- Newsletter Creation
- SOP Documentation
- Training Material Development
- Appointment Setting
- Outreach Campaign Management
- Marketing Automation
- Data-Driven Decision Making

TOOLS

- Google Workspace
- Microsoft Office
- Google Apps Script
- Zoom
- Loom
- Slack
- Google Meet
- Meta Ads Manager
- GoHighLevel
- Flowchat
- Zendux
- GetHookAI
- ChatGPT
- Claude AI
- Canva
- Metricool
- ClickUp
- Miro

Results-driven Digital Ad Marketing Specialist with 4+ years of experience in Meta Ads, social media marketing, lead generation, and campaign optimization. Proven track record of managing over \$80,000 in monthly ad spend, generating 32,000+ leads and 1,600+ customers within 30 days, while consistently maintaining low cost-per-lead and cost-per-acquisition targets through data-driven strategies. Brings strong expertise in Facebook media buying, audience targeting, conversion-focused content, and marketing automation, helping organizations maximize advertising ROI, scale customer acquisition, and drive sustainable business growth.

WORK EXPERIENCE

FACEBOOK ADS SPECIALIST/MEDIA BUYER

Yentzer Media | July 2025 – Present

- Manages \$80,000+ monthly Meta advertising budgets, generates high-volume leads and customer acquisitions, optimizes campaign performance through audience segmentation and creative testing, and scales campaigns while maintaining target CPL, CPA, and ROAS metrics.

SOCIAL MEDIA COMMUNITY MANAGER

Yentzer Media | July 2025 – Present

- Moderates high-engagement Facebook communities, manages membership approvals, creates engagement-focused content and graphics, and schedules multi-platform social media campaigns using automation tools.

EXECUTIVE ASSISTANT/BACK-END SUPPORT

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

- Managed CRM systems and customer records, supported onboarding and client communications, created newsletters, maintained backend marketing operations, and developed SOPs and training materials to improve team efficiency.

APPOINTMENT SETTER & LEAD GENERATION SPECIALIST

Flowchat | May 2022 – December 2022 (8 Months)

- Built CRM workflows and outreach automations, managed multi-channel lead generation campaigns, booked appointments, tracked campaign KPIs, and improved prospect engagement across social platforms.

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