



MANELYN

 [VIDEO INTERVIEW](#)

WORK EXPERIENCE

MARKETING MANAGER & GOOGLE ADS SPECIALIST

CG | May 2016 – December 2024 (8 Years, 8 Months)

- Led overall marketing strategy for six years and managed Google Ads campaigns for two years, focusing on PPC optimization, conversion tracking, keyword research, ad copywriting, and audience targeting to drive measurable business growth.

SKILLS/AREAS OF EXPERTISE

- Digital Marketing & Campaign Management
- Google Ads (Search, Display, Video, Shopping)
- PPC Strategy & Optimization
- Keyword Research & Analysis
- Conversion Tracking & Optimization (CTR, CTA, ROI)
- A/B Testing & Audience Targeting
- SEO (Basic On-Page & Local SEO)
- Email Marketing & Lead Nurturing
- Marketing Analytics & Reporting (GA4, Tag Manager)
- Content Strategy & Ad Copywriting
- Landing Page Optimization
- Campaign Performance Monitoring & Weekly Optimization
- Sales Support

TECHNOLOGY

- Google Ads Manager
- Google Analytics 4 (GA4)
- Google Tag Manager
- SEMrush
- Ahrefs
- Go High Level (GHL)
- WordPress
- Canva
- Monday.com
- Asana
- Trello
- Slack
- Microsoft Office 365
- Google Workspace

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