

CARTER ANDRADE

Associate Performance Director

✉ +355-5555-555-555

@ example@enhancv.com

📍 Sydney, Australia

🔗 linkedin.com

EXPERIENCE

Associate Performance Director

Spark Foundry

📅 04/2019 - Ongoing 📍 Sydney

Media Agency

- Appointed 'Champion of Search' for the agency, responsible for developing and maintaining our strong search offering
- Leading the relationship with Google in order to collaborate on advanced solutions for our clients
- Leading the digital media strategy for our clients & responsible for oversight of wider team performance
- Management & development of multiple account executives & junior management
- Involved in new business pitches, including research, planning and presentation

Performance Manager

Spark Foundry

📅 02/2017 - 04/2019 📍 Sydney

Media Agency

- Development and implementation of all paid search & paid social activity
- Delivery of market-leading paid search & paid social strategies
- Ensure all performance strategies are seamlessly integrated with other areas of specialism
- Management & development of multiple account executives
- Increased online lead volume by 40% for fitness client within one quarter

Senior Digital Account Manager

VCCP Media

📅 04/2013 - 12/2016 📍 London

Media Agency

- Senior Digital Account Manager (January 2016 - December 2016)
- Digital Account Manager (September 2014 - January 2016)
- Digital Executive (April 2013 - September 2014)

TECH STACK

Google Marketing Platform

Google Tag Manager

Microsoft Ads

Tealium

Analytics 360

Search Ads 360

Campaign Manager

Data Studio

BigQuery

ACHIEVEMENTS



Google's Performance Megastar of the Year in 2018

Recognised for best-in-class work by Google



Published Case Study on Think With Google

First cruise company in AU to get featured



Over 50% YOY Sales Growth

That is directly attributed to Search & Social activity (Royal Caribbean Cruises)



Review Rating of 100%

From over 35 clients on freelancer website People Per Hour



Built & Sold Multiple Websites

Gaining valuable insights into e-commerce & web development

EDUCATION

BSc Business Management
(Marketing)

Cardiff University

📅 2009 - 2012 📍 Cardiff, UK

- Second class honours, upper division (2.1)

PUBLICATIONS

Google Case Study

Think With Google

📅 11/2018

<https://www.thinkwithgoogle.com/intl/en-aunz/advertising-channels/search/how-royal-caribbean-used-customisation-convert-aussies-cruise/>

Young Guns

AdNews

📅 07/2018

<http://www.adnews.com.au/news/young-guns-blue-449-performance-manager-oliver-duff>