

CARTER ANDRADE

Associate Performance Director

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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
Search Ads 360	Campaign Manager
BigQuery	Data Studio

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