

**Name :**

Jacob Miller

**Profile Summary :**

US-based marketing specialist with expertise in paid ads, SEO, and brand campaigns for eCommerce and SaaS clients.

**Contact :**

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**Academics :**

MBA in Marketing – NYU Stern (2019), Coursework: Digital Advertising, Consumer Insights, Brand Strategy

**Certifications :**

Google Ads (2020), Meta Blueprint (2021), SEMrush (2022)

**Achievements :**

Generated \$2.1M in ad revenue, Led award-winning ad campaigns, Featured in Marketing Today magazine

**Experiences :**

PPC Strategist at AdVantage Media (2019–2023) - Managed Google Ads and Facebook campaigns - Optimized ad performance and lowered CPA by 25% - Coordinated with creative and analytics teams

**Projects :**

- Scaled DTC ads across Facebook and Google for lifestyle brands, increasing revenue by 35% - Launched retargeting campaigns improving ROAS by 40%

**Hobbies :**

Basketball, Gaming, Running