

# Christian Urbach

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## EXPERIENCE

**CRO Associate:** Power Digital Marketing, San Diego, CA (June. 2020 - Dec. 2022)

- Analyzed website data using Google Analytics and Google Data Studio
- A/B tested hypothesis on Google Optimize to ensure positive results
- Created & Presented client reports to company owners and account managers
- Developed actionable optimization roadmap for clients and developers

**Media Buyer:** Better Ads Inc, San Diego, CA (June. 2017 - Sept. 2018)

- Lead member of a team averaging 50-100k profit per month
- Created and managed 40 high traffic campaigns, hitting a target of 100% ROI
- Developed ads that combined generated roughly 1.5 million views monthly
- Created & optimized advertorial landing pages to constantly increase CTRs

**Email Marketing Manager:** Chalk Digital, San Diego, CA (Nov. 2016 - Apr. 2017)

- Broke company Webinar records using the Infusionsoft automated email system
- Drafted automated emails, sent to 40,000 partner clients
- Assisted in organizing and conducting major webinars to over 100 clients at a time

**Affiliate Manager:** A4D Performance Advertising, Carlsbad, CA (Aug. 2015 - Feb. 2016)

- Interviewed network applicants and filtered out fraudulent applicants
- Worked with native, search, SEO, and display campaigns
- Assisted affiliates with advertisements/media buys for Facebook, Adwords, Yahoo
- Negotiated payment terms between affiliates and advertisers

**Brand Success Specialist/Account Manager:** Process Peak, Carlsbad, CA (Dec. 2014 - June 2015)

- Advised clients regarding brand marketing strategies, and their PPC campaigns
  - Onboarded hundreds of clients & maintained franchisee accounts and media pages
  - Wrote and scheduled weekly content for franchisee sites and social pages
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## SKILLS & CERTIFICATIONS

- HTML, CSS, Javascript
  - Google: Analytics & Adwords
  - Marketing Systems: Infusionsoft, Voluum, Wordpress, Unbounce
  - Marketing Platforms: Facebook, Google Adwords
  - Photoshop
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## EDUCATION

**Bachelor of Arts, Psychology**

California State University, San Marcos (2011 - 2013)

**Pertinent Coursework:**

Group Dynamics  
Social Psychology  
Mass Media and Society

Web Development  
Psychological Testing & Assessment  
Research Methods