

Rawan Odeh

Media Buyer

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Profile Summary

- Experienced Advertising Campaign Manager with a wealth of experience designing and executing ad campaigns and handling large advertising accounts.
- Proven ability in Media Buying and Ad Operations, managing advertising across various platforms like Facebook, Instagram, Google Ads, TikTok, Snapchat, and Taboola. Demonstrated expertise in improving reach and cost per acquisition, and skillfully negotiating for cost savings and high negotiation success rate.
- Comprehensive marketing professional with a strong foundation in SEO optimization, A/B and multivariate testing, and improving return on ad spend. Recognized for enhancing website conversion rates and customer lifetime value through diligent KPI monitoring and optimization of shopping cart experiences.
- Enthusiastic problem solver with a bias towards action. Eager to take ownership to solve complex issues by acting at both granular and strategic levels. Comfortable with providing innovative & creative solutions to achieve better results.
- Engaged collaborator with strong interpersonal skills, able to influence and align multiple teams with conflicting priorities to drive progress under aggressive time constraints.
- Ability to effectively navigate ambiguity, complexity and change when stakes and pressure are high, and lead without authority to overcome obstacles and ensure delivery.

Education

Full Sail University  **B.Sc. in science**

Orlando, FL, 2019-2021 **GPA: 3.7/4.0**

Languages

English: Native **Arabic:** Fluen

Technical skills

Office & CRM: MS Office, G-Suite, Slack

Advertising Platforms: Google Ads, Facebook Ads, TikTok Ads, SnapChat Ads, Taboola, TripleWHale

SEO Tools: SEMRush, Hyros

Design Tools: Canva, Photoshop

Professional Experience

Oj LLC Media Buyer

Hoover, AL Sep. 2018 - Present

- Contributed to the awareness and bottom-line of ECommerce businesses with over \$1M in Ad spend by planning, executing, and optimizing advertising campaigns across various media channels including Search and Social Ads.
- Collaborated within a pluridisciplinary team including Media Buyer, Media Manager to manage and scale Ad accounts maintaining a close communication and asking calibrated questions to remove bottlenecks and reach alignment.
- Initiated comprehensive market research studies, establishing clear objectives and identifying the target audience based on demographic, psychographic or behavioral characteristics, and meticulously analyzing findings to improve the advertising strategy.
- Consulted with product development teams on product specifications such as design, color, and packaging, with an aim to align them with strategic media plans. Prepared detailed budgets and provided estimates for program costs as part of campaign plan development, ensuring efficient use of financial resources and adherence to timelines.
- Managed accounts with ad spends exceeding 400k, showcasing excellent negotiation skills, which contributed to significant cost Savings.
- Executed digital marketing strategies across various platforms including Facebook, Instagram, Google Ads, TikTok, Snapchat, and Taboola, enhancing revenue by up to 10X within 60 days.
- Optimized shopping cart experiences and website conversion rates by diligently monitoring Key Performance Indicators (KPIs), resulting in improved Conversion Rates and higher Customer Lifetime Value (CLV).
- Enhanced search-related activities using constant analysis, experimentation, and optimization tests, such as A/B and multivariate methods, which improved profit margins from 5-10% to 20%.
- Successfully scaled multiple businesses, elevating conversion rates from 1.5% to 5.7% and transaction volumes to over 500k/month; boosted Average Order Value (AOV) by 20% with strategic upsells and post-purchase upsells, and tripled revenue from 100k/month to 300k/month at a 3.2 Return on Ad Spend (ROAS) through implementation of an innovative creative scaling strategy.
- Submitted proposals for online and multiple-sales-channel campaigns to marketing executives, backed by comprehensive campaign reports showcasing performance trends and insights.
- Engaged with the leadership team to provide expertise on latest best practice & technologies and advise on potential process improvement.
- Engaged in continuous learning and professional development, staying abreast of emerging marketing technologies and industry trends, ensuring the incorporation of cutting-edge tools and techniques to further improve client ROI.