



## ABOUT ME

Dedicated and results-driven Google Ads Specialist with 1 year and 5 months of experience in creating and optimizing high-performing Google Ads campaigns.

## SKILL

Google Ads



Keyword Research



Copywriting



Analytics



## LANGUAGE



Tagalog/Bisaya



English

## CERTIFICATE



**PPC Mastery**  
*Ryan Rudansky*



**Performance Max Mastery**  
*Bob & Nick*

# PAUL JHON T. BUNA

GOOGLE ADS SPECIALIST

## CONTACT

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Prk 8, Brgy Tibanga, Iligan City

## EXPERIENCE

2020-2021

### RAFA DIGITAL

*Junior Google Ads Specialist*

Collaborated with cross-functional teams to align advertising strategies with overall business goals.

2022-2023

### TAP WHITE LABEL DIGITAL

*Google Ads Specialist / Team Leader*

Developed and executed Google Ads campaigns, including Search, Display, and Remarketing, achieving consistent growth in click-through rates and conversions.

2022-2023

### TAP WHITE LABEL DIGITAL

*Pinterest Ads Specialist*

Managed daily campaign budgets and bidding strategies to meet ROI targets and budget constraints effectively.

## EDUCATION

2012-2017

**MSU-IIT**  
BS-IAM

# RESULTS

This month <div>Sep 1 – 27, 2023</div> <div>&lt; &gt;</div> <a>Show last 30 days</a>												
<div><div>🔍</div>Search</div> <div><div>≡</div>Segment</div> <div><div>📊</div>Columns</div> <div><div>📄</div>Reports</div> <div><div>📄</div>Download</div> <div><div>🔍</div>Expand</div> <div><div>⋮</div>More</div> <div><div>▼</div></div>												
Impr.	Interactions	Interaction rate	Avg. cost	Cost	ROAS	Conv. value	Clicks	Conv. rate	Conv. value / cost	↓ Conver.	Avg. CPC	Cost / conv.
3,392	2,549 clicks	75.15%	A\$0.25	A\$630.35	56.36	35,523.59	2,549	2.91%	56.36	74.19	A\$0.25	A\$8.50
7,493	707 clicks, engagements	9.44%	A\$0.74	A\$525.16	12.07	6,336.90	593	2.19%	12.07	15.50	A\$0.89	A\$33.88
4,658	616 clicks	13.22%	A\$1.22	A\$751.59	8.28	6,225.71	616	1.62%	8.28	9.97	A\$1.22	A\$75.40
5,038	475 clicks	9.43%	A\$1.10	A\$522.62	1.50	784.43	475	0.84%	1.50	4.00	A\$1.10	A\$130.66
5,254	500 clicks	9.52%	A\$1.06	A\$528.27	3.61	1,905.50	500	0.70%	3.61	3.50	A\$1.06	A\$150.93
6,012	474 clicks, engagements	7.88%	A\$0.84	A\$397.94	5.56	2,214.20	469	0.42%	5.56	2.00	A\$0.85	A\$198.97
179	126 clicks	70.39%	A\$0.27	A\$33.43	7.47	249.70	126	1.59%	7.47	2.00	A\$0.27	A\$16.71
0	0	—	—	A\$0.00	0.00	0.00	0	0.00%	0.00	0.00	—	A\$0.00
6,076	477 clicks	7.85%	A\$1.13	A\$537.64	0.00	0.00	477	0.00%	0.00	0.00	A\$1.13	A\$0.00
85	21 clicks	24.71%	A\$1.49	A\$31.30	0.00	0.00	21	0.00%	0.00	0.00	A\$1.49	A\$0.00
38,187	5,945 clicks, engagements	15.57%	A\$0.67	A\$3,958.30	13.45	53,240.03	5,826	1.87%	13.45	111.16	A\$0.68	A\$35.61

Custom <div>Sep 1 – 30, 2023</div> <div>&lt; &gt;</div> <a>Show last 30 days</a>												
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ur budgets in your fully automated bidding campaigns ⓘ

+4.1%

View

Apply all

⋮

<div><div>🔍</div>Search</div> <div><div>≡</div>Segment</div> <div><div>📊</div>Columns</div> <div><div>📄</div>Reports</div> <div><div>📄</div>Download</div> <div><div>🔍</div>Expand</div> <div><div>⋮</div>More</div> <div><div>▼</div></div>												
↓ Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Conv. value	Conv. value / cost	Bid strategy type	Clicks	Conv. rate	Avg. CPC	Cost / conv.
147,716	1,602 clicks, engagements	1.08%	A\$0.57	A\$905.14	22.50	26,032.09	28.76	Maximize conversion value	1,601	1.40%	A\$0.57	A\$40.23
16,678	880 clicks	5.28%	A\$0.78	A\$690.66	6.00	9,852.80	14.27	Maximize clicks	880	0.68%	A\$0.78	A\$115.11
0	0	—	—	A\$0.00	0.00	0.00	0.00	Maximize clicks	0	0.00%	—	A\$0.00
0	0	—	—	A\$0.00	0.00	0.00	0.00	Maximize conversions	0	0.00%	—	A\$0.00
164,394	2,482 clicks, engagements	1.51%	A\$0.64	A\$1,595.80	28.50	35,884.89	22.49		2,481	1.15%	A\$0.64	A\$55.99
182,371	3,062 clicks, engagements	1.68%	A\$0.65	A\$1,975.52	28.50	35,884.89	18.16		3,061	0.93%	A\$0.65	A\$69.32