

# CV: Chris Boyd

## PPC Account Director and Automation Specialist

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### About Me

Experienced paid search account director, with a keen interest in skilled in driving efficient performance out my accounts, automating & innovating wherever possible.

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### Contact

<i>Phone:</i> +447401063852	<i>Website:</i> cj-boyd.com
<i>Email:</i> christopher.james.boyd@gmail.com	<i>LinkedIn:</i> linkedin.com/in/chrisjamesboyd/

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### Experience

2014 - 2019. Kinase Account Director & Automation Specialist

Worked with leading B2B/retail clients, leading teams that managed day-to-day PPC services for them. Help grow clients to exceed targets, along with expanding the scope of their business, in particular expanding O2O/multi-channel activity.

- Managing PPC budgets in excess of £8m/year, with unique objectives & challenges.
- Regularly communicated PPC results to wider business including C-level execs.
- Have run Geo-experiments (econometrics) alongside Google Measurement & Attribution team

Within Kinase, I have taken the the lead on automation. I am responsible for writing and deploying Google Ads scripts to automate internal tasks, allowing the company to more efficiently manage clients. I have also taken the lead on Google Shopping best practice and innovation.

<i>Key Clients:</i> <ul style="list-style-type: none"><li>• Watches of Switzerland Group (Goldsmiths, Mappin &amp; Webb etc)</li><li>• Toolstation</li><li>• Papier</li></ul>	<i>Key skill areas:</i> <ul style="list-style-type: none"><li>• O2O/Web to store tracking &amp; strategy,</li><li>• Google shopping,</li><li>• Forecasting &amp; presenting,</li><li>• Custom reporting,</li><li>• Attribution.</li></ul>
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### Education & Development

Q1 2017. General Assembly Data Science course. Grade: Excellent

Developed skills in big-data analytics, including machine learning algorithms. Used scikit learn and several other libraries to make predictive models from data (supervised regression & classification) as well as learnt how to score & judge the performance of suce models.

2008 - 2012. University of Portsmouth English Literature. Grade: 2.1

A levels: English Literature, Economics, Computing

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## **Skills**

### *High Proficiency*

JavaScript • Google Apps Script / Google Ads Script • Google Analytics • Google Ads • Google Shopping • CSS (comparison shopping services) • Google Merchant Center • Excel • Google Sheets / MicroSoft Excel • Google Slides / MicroSoft PowerPoint • Kenshoo

### *Some proficiency*

HTML • CSS • Python + data science libraries • R • Bootstrap • Doubleclick Stack • Marin Software



