

Joshua Ludwig

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Summary

Experienced Customer Strategy/Success Manager with 2.5 years in an agency setting helping retail clients launch and grow Google, Bing, Amazon, and Meta PPC channels. Seeking Customer Success & Sales Engineering roles.

WORK EXPERIENCE

Quartile (Formerly Sidecar)

Senior Analyst & Customer Strategy Manager

June 2021 - June 2023

- Primary POC to clients, communicating all elements of omnichannel PPC strategy.
- Managed \$20M+ in Ad Spend for high touch enterprise Google, Amazon, and Meta PPC clients.
- Built lasting relationships with clients through responsive email rapport, weekly calls, and client-site visits.
- Communicated technical problems and resolutions to clients, internal leadership, and key partners (Google, Microsoft, Feed Managers).
- Proactively proposed strategic innovation to clients based performance and new channel features to ensure the highest level of technical compliance and ad quality. Continuous learning was essential.
- Trained teammates in Google Analytics, Merchant Center, Ads, Bing Ads, and Excel.
- Build out paid search strategy for customers with no experience in Search (RSA builds, Dynamic Search Ad Coverage, Promo Extensions, Broad Match Audience Retargeting Campaigns).
- Weekend coverage for high touch clients - catching and fixing feed failures, correcting spend swings, etc.
- Created internal and external reporting/pacing products and documentation to ensure client satisfaction.

Coventry Resources LLC

Associate Salesforce Administrator

November 2020 - June 2021

- Developed and released Salesforce Chat to the Coventry Direct to Consumer website, enabling Salesforce users to chat directly with site visitors and capture consumer prospecting data in Salesforce.
- Cross-department project replacing Adobe Sign with DocuSign and integrating with Salesforce.
- Managed CRM helpdesk system errors (diagnosed cause and pushed hotfixes to Production System).
- UAT testing, unit testing, and regression testing on internal and external software projects.
- Built automation (Lightning Flows and Process Builders) to handle different business processes.

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Shopping & Feed Coordinator

December 2019 - April 2020

- Technologies used: Excel, Google Ads, Google Analytics, Bing Ads, Kenshoo, Search Ads 360, Feedonomics.
- Planned and executed large (500,000+ sku) ETL procedures on client data feed.

VeryApt

Operations Manager

January 2018 - December 2019

- Acted as the procuring agent in 500+ residential leases, maintaining target conversion rate.
- Prospected and developed listing contracts with residential rental companies.
- Operated 5 rental arbitrage units in Philadelphia. Coordinated bookings, cleanings, maintenance, etc.

EDUCATION/CERTIFICATIONS

University of Delaware

Bachelor of Science in Management Information Systems

May 2017

Salesforce

- Admin (201) Certification.

HIPPA

- HIPPA Security and HIPPA Privacy for Business, valid through September 2023.

Google/Microsoft

- Bing Ads certification, valid through 2023.
- Google Shopping Ads, valid through 2023.
- Google Analytics Individual Qualification & Google Analytics for Power Users, valid through September 2023.

ACTIVITIES

Street Tails Northern Liberties

Volunteer

April 2022 - Current

- Regularly volunteer walking, training, feeding, and temporarily fostering dogs from the shelter.