Objective: Drive enterprise cybersecurity pipeline with efficient paid media and ABM across Search, LinkedIn, and Display.

Strategy: Consolidated campaigns to first-party intent segments; tightened geo and title targeting; introduced multi-touch retargeting; aligned content offers with buyer stage.

Key Tactics:

- Rolled out LinkedIn ABM to named accounts; layered firmographics + skills

- Split PMax from brand; exact-match core; negative sculpting for waste control

- New LP variants with value-prop tests; form friction reduced

- Weekly budget reallocation by marginal CPL & SQL yield

Results (selected):

- 2023: 65M+ impressions, 550K+ clicks, $1.30 CPC, 125K+ leads, $79 CPL, $26M+ influenced deal value

- 2024: 39M+ impressions, 295K+ clicks, $0.89 CPC, 68K+ leads, $99 CPL, $23M+ influenced deal value (with ~48% lower budget)

Role: Associate Director, B2B Paid Media — ownership across Search, Social, Display, Retargeting; cross-functional with Product, Content, Analytics, Legal.