

Mateo Aguiar  
Google Ads Expert

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OBJECTIVE

Results-driven Google Ads Expert with a strong background in digital marketing, data analytics, and e-commerce. Proven track record of optimizing Google Ads campaigns, conducting A/B testing, and utilizing SQL and Tableau for data-driven insights. Seeking a challenging position in a dynamic organization where I can leverage my skills to drive impactful digital marketing strategies and contribute to business growth.

EDUCATION

Bachelor of Arts in  
Economics |  
Universidad Autonoma  
de Occidente | Cali,  
Colombia  
Graduated: June 2021

CERTIFICATES

- Google Ads Certified  
Professional (Search,  
Display, Video,  
Shopping) | Google  
Academy for Ads  
- Google Digital  
Marketing & E-  
commerce Professional  
Certificate | Coursera  
- Additional  
certifications in Google  
Analytics, Tableau, and  
SQL

EXPERIENCE

Google Ads Specialist  
Digital Pioneers Agency, Tel Aviv, Israel  
June 2022 - Present

- Successfully managed Google Ads campaigns for small businesses in diverse industries, including construction, real estate, and hospitality, consistently exceeding client expectations.
- Conducted comprehensive keyword research and competitor analysis tailored to the unique needs of each industry to optimize ad targeting.
- Created highly targeted ad copy and landing pages specific to each industry to improve click-through rates and conversion rates.
- Utilized A/B testing to refine ad creative, ad extensions, and bidding strategies, resulting in a 20% increase in ROI for clients across multiple sectors.
- Monitored and optimized campaigns regularly to ensure efficient spending and maximize return on ad spend (ROAS) in construction, real estate, and hospitality markets.
- Implemented advanced tracking and analytics in various industry contexts to provide clients with detailed performance reports and actionable insights.
- Collaborated with clients in construction, real estate, and hospitality to understand their unique business objectives and tailor Google Ads strategies accordingly.
- Managed budgets ranging from \$500 to \$5,000 per month, allocating resources effectively to achieve optimal results across different industries.
- Leveraged data analytics skills, including Tableau and SQL, to extract actionable insights and make data-driven decisions for campaign optimization across various sectors.

## K E Y S K I L L S —

- Google Ads Campaign Management
- A/B Testing and Conversion Rate Optimization
- SQL Data Analysis
- Tableau Data Visualization
- Digital Marketing Strategy
- Keyword Research and SEO
- E-commerce Analytics
- Project Management
- Cross-functional Collaboration

## COMMUNICATION

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Delivered persuasive presentations to clients, effectively conveying complex marketing strategies and campaign results.

- Collaborated closely with cross-functional teams, including sales and creative departments, fostering open communication and achieving seamless campaign execution.
- Crafted compelling ad copy and messaging to engage target audiences and drive click-through rates.

## LEADERSHIP

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President of Economics Club | Universidad Autonoma de Occidente | Cali, Colombia | 2017 - 2021