

# DEREK MARTIN

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AdWords Scripts Portfolio: <http://gist.github.com/derekmartinla>

LinkedIn Profile: <https://www.linkedin.com/in/martinderek>

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## SUMMARY

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Google Adwords & Analytics Certified professional looking to find a role that will allow maximum career growth while also exceeding corporate revenue goals. Well-rounded Pay-Per-Click skill set that includes keyword research, writing ad copy, account optimization, split testing, and customized reporting. Very strong with Google AdWords Scripts, Ruby On Rails, & Web scraping.

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## EXPERIENCE

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### PPC Manager

### Wpromote, Inc.

06/2014- Present

- Responsible for execution and analysis of paid search marketing strategies for approximately 20 clients that averaged a yearly budget of \$50,000+. Experienced in managing PPC budgets of \$100K+ per month.
- Audited campaigns for client prospects to identify potential areas of opportunity, including but not limited to: campaign structure, budget caps, day parting, geotargeting, mobile performance, and ad placement.
- Oversaw interactive marketing strategy and Ad campaign efforts on behalf of our clients, which often included: pay-per-click text ads, display media, contextual and behavioral ads.
- Created and managed multiple PPC campaigns in Google AdWords, Google Shopping, Bing/Yahoo, Google Display Network, & AdRoll (Facebook Retargeting). Also experienced in managing Google Merchant Center data feeds and pinpointing issues.
- Grew brand equity for clients by creating & managing campaigns related to the following channels:
  - Google Display Remarketing
  - AdRoll Dynamic Remarketing
  - Remarketing Lists For Search (RLSA)
  - Google Sponsored Posts (GSP)
  - YouTube/AdWords Video Campaigns
  - Criteo
- Increased efficiencies and transparency for clients by utilizing Google AdWords scripts including but not limited to: campaign builds, keyword research, performance optimizations, and campaign reporting.

## SKILL SET

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- Google Adwords & Google Analytics Certified
- Microsoft AdCenter Certified
- Proficient In Google Tag Manager
- Google Display Network & AdRoll
- Google Merchant Center & Google Shopping
- Landing Page Optimization
- Expert At Google AdWords Scripts
- Expert In Ruby & Fluent In Many APIs
- Adobe Creative Suite Expert
- HTML5, CSS3, & MongoDB Database Design
- Content Management Systems (Wordpress)
- Facebook Ads & Facebook Power Editor

## EDUCATION

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BACHELOR OF SCIENCE: ACCOUNTING

2002 - 2006

Villanova University, Villanova, PA

Strong understanding of how all businesses work fundamentally and learned that all business act to maximize profit. Impeccable knowledge of financial statements, financial processes, and taxation.