

# HARRIET BEARDSWORTH

Senior PPC Manager

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📍 Preston, UK

## Work Experience

### Senior PPC Manager

TAL Agency October 2020 - Present

- Develop and execute strategic plans for client growth, including 3-month, 6-month, and annual strategy presentations directly to the Board of Directors.
- Manage client portfolios and team performance, ensuring consistent upselling of services and achievement of growth targets.
- Oversee team development and progression, conducting one-to-one meetings and structured feedback sessions to drive performance.
- Manage substantial budgets for high-profile, household name brands, ensuring optimal allocation of resources.
- Communicate daily with clients to ensure alignment with strategic objectives and service satisfaction.
- Organise complex diaries for myself, the Director of PPC, and team members, coordinating meetings, one-to-ones, and team progression sessions.
- Utilise Excel daily, including advanced functions such as pivot tables and large data sheet analysis, to support data-driven decision-making and reporting.

### Project Manager

Nirvana AV March 2018 - September 2020

- Supported the Manager of Nirvana by managing his personal schedule, diary, meetings, and daily tasks.
- Liaised with suppliers and customers through electronic communications and face-to-face interactions, ensuring professionalism and maintaining strong relationships.
- Managed high standards of service delivery, consistently building and nurturing client and supplier connections.
- Served as the primary point of contact for all internal matters, providing prompt support and coordination across the team.

## Skills

- ➔ Google Ad Certified
- ➔ CMI Level 3 Award in Principles of Management and Leadership
- ➔ Advanced Xcel skills
- ➔ Tag Manger Tracking Expert
- ➔ Exceptional time management
- ➔ Efficient manager
- ➔ Client facing with “household name” brands
- ➔ Managing budgets as high as £100k a month

## Education

### Cardinal Newman College

Business Studies -B

Health & Social Care - DDD\*

## Certification

### Google Ads Certified

Search , Shopping , Display ,  
Pmax

2024

### CMI Level 3

Principles of Management and  
Leadership

2023