

# STEVE R GIBSON

Marketing Director | VP Paid Media

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## PROFESSIONAL SUMMARY

Marketing Director with 15+ years leading integrated, cross-functional, multi-channel growth for national brands and high-growth organizations. Connect customer insight to positioning, messaging, and full-funnel execution across Search, Paid Social, Programmatic, and YouTube, backed by rigorous measurement, forecasting, and continuous testing.

## CORE SKILLS

Integrated Marketing Strategy • GTM and Campaign Planning • Positioning, Messaging, and Creative Briefing • Full-Funnel Media (Search, Programmatic, YouTube, Paid Social) • Lifecycle/CRM and Nurture • Attribution and Analytics (GA4, offline + CRM) • Budget Ownership, Forecasting, and Pacing • Experimentation and Incrementality Testing • Agency and Vendor Management • Executive Communication • Team Leadership • Funnel Metrics (CAC, LTV, MQL/SQL, Lead-to-Sale, Pipeline, Revenue Attribution)

## TECHNOLOGY

- Paid Media Platforms: Google Ads (Search, YouTube, Performance Max/PMax), Display & Video 360 (DV360), Meta Ads Manager, Amazon Ads (Sponsored Ads, Amazon DSP), Microsoft Advertising
- Analytics & Tagging: Google Analytics 4 (GA4), Google Analytics 360 (GA360), Looker Studio, Google Tag Manager (GTM)
- Feeds & Listings: Google Merchant Center.

## EXPERIENCE

Director of Marketing - Fullman Firm | Irvine , CA | 04/2020-Current

- Owned performance marketing, paid search, and full-funnel growth for a national debt-relief law firm. Built an AI-assisted audience engine, automated qualification workflows, and cross-channel measurement processes that improved lead velocity and revenue predictability.
- Designed and scaled a paid search + PMax framework across Google and Microsoft, implemented feed-driven DCO for legal services, and integrated offline conversions from CRM to optimize for qualified consultations instead of raw leads.
- Operationalized weekly KPI cadences (ROAS, CPQL, win-rate, velocity), improved forecasting accuracy, and aligned media pacing with attorney capacity and intake operations. Reduced CAC by 17% and increased qualified consultation volume without increasing media budget.
- Introduced attribution through GA4, call tracking, and form tracking; implemented conversion imports and server-side events; and standardized negative keyword governance and remarketing ladders to reduce wasted spend and improve funnel efficiency.

Vice President, Group Director - Canvas Worldwide | Playa Vista, CA | 02/2015-04/2020

- Led a 15-person cross-channel team across Search, Programmatic, and Social for Hyundai, Kia, Genesis, and additional accounts (Breville, Annapurna, Heineken).
- Managed \$90MM+ in annual media; instituted portfolio bidding frameworks, supply controls, and experimentation standards that improved efficiency and scale. Increased Conversion Rate by 6%
- Partnered on new-business pitches (programmatic, search, and audience capabilities), contributing to wins including Wheels Up.

Client Director - Initiative | Los Angeles, CA | 01/2013-02/2015

- Unified paid search with programmatic prospecting and retargeting; synced on-site behavior into Remarketing Lists for Search Ads (RLSA) and audience ladders for Hyundai, Kia, Best Western, and Dr Pepper Snapple Group.
- Introduced an ROI portfolio approach that increased in-market impression share by 15% while reducing CPC by approximately 20% and lowered blended CAC by 10% for Best Western.

Client Director, Search & Video - Garage Team Mazda | Irvine, CA | 07/2011-01/2013

- Designed a Super Bowl-week YouTube and Search strategy that delivered the highest-viewed auto Super Bowl spot on YouTube without an in-game buy; extended with sequential video and retargeting.
- Merged paid search and SEO operations; cross-trained Display and Programmatic for smoother delivery and lower CPCs.

## CERTIFICATIONS / EDUCATION

- Google Ads • Google Analytics (GA4) • Microsoft Advertising • DV360 • Meta Blueprint
- Fullerton College - AA Marketing and Advertising; AA Computer Science