

PROFESSIONAL SUMMARY

Results-driven Marketing Executive with over 7 years of experience in managing multi-channel campaigns, optimizing ad accounts with budgets exceeding \$1 million, and developing data-driven strategies to enhance brand visibility and drive sales. Skilled in CRM management, automation integration, SEO, and producing performance reports to provide actionable insights.

WORK HISTORY

TradieMate Marketing Agency – Account Manager

Gold Coast, QLD • 7/2024 – Current (4 days a week)

- Led client onboarding meetings to establish marketing goals and secure access to paid media channels keeping up regular cadence.
- Managed paid media campaigns across Google, Meta, LinkedIn, and Bing to drive growth and ROI.
- Administered CRM platform and integrated automation systems for efficient lead management.
- Created topical webpages using Surfer SEO to improve organic search rankings and support paid campaigns.
- Produced monthly dashboards and performance reports to provide clients with actionable insights into campaign results

Battery World – Marketing Executive

Remote, QLD • 3/2022 – 7/2024

- Developed and managed local area marketing initiatives for 111 stores resulting in increases to foot traffic and sales
- Managed Google Ad Accounts with an annual budget exceeding \$1 million, optimising campaigns for maximum ROI and presenting results to Franchise Partners
- Spearheaded traditional and digital campaigns driving brand to front of mind
- Created recruitment campaigns to address staffing shortages at various stores, contributing to improved workforce stability

Leadist Agency – Marketing Specialist/Account Manager

Gold Coast, QLD • 8/2020 – 3/2022

- Liaised with clients to understand goals and target audience
- Planned marketing initiatives and leveraged referral networks
- Developed technical and non-technical marketing presentations and campaigns
- Loaded and managed client accounts on companies CRM platform

LINKS

- www.linkedin.com/in/teancum-griffin/

SKILLS & Software

Marketing

- Marketing Campaigns
- Content Creation
- Social Media
- SEO
- Digital Paid Advertising
- Traditional Advertising
- Public Relations

Technical

- Adobe Suite
- ClickUp
- Google Analytics, GMB
- Power BI
- Semrush
- GHL
- Shopify
- WordPress
- ClickFunnels
- Surfer SEO
- Twillio
- Zapier
- Pipedrive
- Make.com

EDUCATION

Griffith University - Gold Coast, QLD

Mar 2017 - Jan 2021

Bachelor of Business – Major in Marketing

QUT – Online

Jul. 2024 – Jul. 2025

Graduate Diploma of Information Technology – Computer Science

Certifications

Google AdWords – Online

March 2023

Google Ads Search Certification, AI-Powered Performance Ads Certification, Google Ads – Measurement Certification