

JAN MARVIN CONSUL



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Mascot, NSW, 2020



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PROFILE

With over a decade of experience managing various digital media platforms, I have consistently exceeded client expectations by delivering successful digital marketing campaigns. I specialize in dynamic display creative platforms and have become a subject matter expert in this area. Utilizing data and analytics, I have successfully executed various business strategies.

TECHNICAL SKILLS

- Double Click Studio, DV360, CM360, TrueView, Pre-rolls, Outstream
- Dynamic Creative management through backend data feed
- Meta Ads Manager, LinkedIn Ads
- Experienced in using analytics platforms like GA.
- Proficient in the usage of project management platforms i.e., Jira, Confluence, Asana, Trello, etc.
- Experienced in working in a fast-paced environment.

PROFESSIONAL EXPERIENCE

PERFORMANCE MARKETING MANAGER

RateMyAgent, Melbourne,

02/2022 - Current

Managing all things paid digital SEM, PPC, landing page creation, campaign analysis and optimization.

Responsibilities:

- Monitor and maintain performance and analytics of Facebook and Google suite of Ads including tracking using data analytics, end-to-end lead generation campaign setup including B2C and B2B (SEM, Display, Video, Affiliate etc.).
- Identify and resolve issues to improve performance with active campaigns.
- Maintain an understanding of existing and emerging platforms, including the latest advertising policies, innovations, evolving marketing opportunities and technologies in the digital media space.
- Analyse user behaviour and customer journeys to propose new creative ways for us to engage with our customers online, with insights grounded in data.
- Liaise with the product development team to prioritise features and product builds.

Key Achievements:

- Created new landing pages for Search ads that lead to 10% increase in conversions.
- Created a data studio reporting platform to consolidate reports for all client campaigns reducing man hours on repetitive tasks.

PROFESSIONAL SKILLS

- Problem solver
- Process Driven
- Proficient in Data Analysis
- Skilled in Analytical Thinking
- Efficient project management
- Ability to work both independently and in close collaboration with a wide variety of stakeholders
- Strong level of efficiency and a high degree of organization

SENIOR DIGITAL PERFORMANCE MANAGER

Agnes Media, Sydney, Australia

09/2021 - 12/2021

Managing all paid media activity for Agnes Media clients.

Responsibilities:

- Manage and develop key senior relationships with clients and media owners.
- Assist with pitching and developing proposals for potential new clients.
- Maintain regular dialogue on campaign performance and market opportunities with clients.
- Ensure the effective translation of the media strategy / property into detailed plans.
- Oversee the management of the implementation of plans throughout their delivery.
- Management of the campaign reporting process and working with junior team members.
- Responsible for ongoing development and management of the junior team members, in conjunction with Director.

Key Achievements:

- Improved the process in which campaigns are developed, launched & completed with proper naming conventions and procedures. This ensures 100% clarity and ownership on the step-by-step process.

EDUCATION

BS BUSINESS ADMINISTRATION - MARKETING MANAGEMENT

CENTRO ESCOLAR UNIVERSITY
2007 - 2012

DOUBLECLICK

Dynamic Studio Certificate
MAY 2017

ADWORDS

Skillshop
FEB 2022

INTERESTS

- Sports – Basketball
- Coffee Making
- Gaming – PC and Tabletop
- Travelling
- Currently tackling lessons for Coding/Web Dev

DIGITAL SPECIALIST, AD OPERATIONS

Red Planet – Qantas Airways, Sydney, Australia
03/2017 - 09/2021

Managing all things paid digital- Display, Social, Native ads, etc. campaign analysis and optimization.

Responsibilities:

- Oversee the execution of paid media campaigns for Qantas' Airline and Loyalty from setup, to daily campaign monitoring, optimization, tracking, and reporting.
- Ensure campaigns are optimized and using its budget efficiently by leveraging on the targeting, audiences, and technology that we have in the business.
- QA every digital advertising asset across all channels including display, video, social, mobile, and others.
- Ensure Dynamic Creative has been tested, and up to standard and approved by the relevant stakeholders through previews. Also ensure that dynamic creative has been set up properly and pushing through to adservers (CM360) to be used for campaigns.
- Ensure floodlights, conversion pixels, and other tags are functioning regularly.
- Create 1PD audience with the use of CM and DV platforms.
- Test and QA all platforms (Display, Trueview/Youtube, Native, Facebook/IG, Prerolls, outstream, etc)
- Application of IAS tagging for all creatives used for paid media campaigns.
- Maintain strong relationships with the relevant stakeholders and media partners.
- Manage end of campaign reporting alongside OMD.

Key Achievements:

- Positive ROI on digital marketing campaigns through efficient budget allocation, cost per acquisition optimization, and revenue attribution.
- Being introduced and becoming adept at Dynamic Creative. E.g., X days of holidays campaign that reveals a different destination every day for X amount of days all managed through a backend feed.
- Managing multiple projects with tight turnaround times.

SENIOR MEDIA EXECUTIVE

Starcom, Singapore, Singapore
03/2016 - 01/2017

Responsibilities:

- Account management across clients, markets, and media vendors.
- Develops, Checks and Executes both Traditional and Digital local and regional campaigns
- Analyses data and managing weekly, monthly, and annual reports of the different market clients.
- Leads and manages interns in the team in their day-to-day work.

INTERNATIONAL MEDIA EXECUTIVE

Havas APAC, Singapore, Singapore
01/2014 - 03/2016

Responsibilities:

- Manages overall coordination/execution of all ATL initiatives, executions, and media maximizations for assigned brands in APAC, Middle East, and some parts of Europe.
- Manages regional markets weekly and quarterly reports and updates the wider team with new processes which includes training on how to do reports for different markets.

EXECUTIVE, TRADING AND ACCOUNTABILITY

Havas Media Ortega, Makati, Philippines
01/2013 - 12/2013

Responsibilities:

- Manage the over-all media strategy and planning/buying of all clients.
- Competitive Analysis, Post-campaign evaluations and Media Reviews of assigned accounts.

Key Achievement:

- Transferred to the Havas regional team and moved to Singapore.