

# André

## Google Ads Account Manager

Pretoria, South Africa (Remote/Hybrid)

**ROOCRUIT**

---

### PROFESSIONAL SUMMARY

Driven Google Ads specialist with a proven track record of managing high-performance campaigns for over 16+ clients across diverse global industries. Expert in end-to-end campaign ownership, from technical setup and Merchant Center management to ROI-focused scaling and data-driven reporting. Combines technical proficiency in GA4 and GTM with a background in technical support and legal administration to deliver precise, results-oriented digital marketing strategies.

### KEY SKILLS

#### Core Competencies:

- Campaign Strategy & Optimization
- PMax, Search, Shopping & Display
- Merchant Center & Feed Management
- Data Analysis & Looker Studio Reporting

#### Technical Tools:

- Google Ads, GA4, GTM
- Klaviyo & Email Automation
- WordPress, Linux & DNS Diagnostics
- Audience Segmentation & Creative Testing

### PROFESSIONAL EXPERIENCE

---

**Leading Full-Service Digital Marketing Agency**

March 2025 - Present

*Google Ads Account Manager*

- Manage and optimize campaigns for 16+ clients across diverse industries including interior design, construction, engineering, adventure tourism, legal services, and healthcare.
- Execute end-to-end campaign ownership: strategy development, technical setup, ongoing optimization, and scaling.
- Build and refine account structures specifically designed for ROI-focused performance and business growth.
- Produce monthly data-driven reports and provide actionable insights using Looker Studio.
- Lead regular client meetings and performance reviews to align marketing efforts with business KPIs.

**Specialized E-commerce PPC Consultancy**

Freelance

*Freelance PPC Specialist*

- Provided comprehensive Google Ads management for multiple international e-commerce brands specializing in luxury watches, apparel, accessories, and online education.
- Built and scaled Performance Max (PMax), Shopping, feed-only, and retargeting campaigns.
- Developed high-converting ad copy and refined audience signals to improve conversion rates.
- Analyzed product-level performance to aggressively improve ROAS and lower CPA.

**Premier Web Hosting & Infrastructure Provider**

January 2023 – January 2025

*Technical Customer Service Consultant*

- Provided advanced technical support for email, web hosting, WordPress, and Linux environments.
- Troubleshoot complex delivery issues, DNS configurations, spam protocols, and CMS errors.
- Offered dedicated after-hours support across multiple technical departments, ensuring 24/7 infrastructure stability.

**International Legal Services & Outsourcing Firm**

October 2018 – November 2022

*Pre-Litigation File Handler / Paralegal*

- Investigated complex claims, assessed evidence, and negotiated settlements in a high-stakes environment.
- Managed a caseload of over 200 files simultaneously while ensuring strict adherence to UK GDPR requirements.
- Maintained high output levels within a fast-paced, deadline-driven legal framework.

## EDUCATION & CERTIFICATIONS

---

### Google Certifications:

- Google Ads Search | Google Ads Display | Google Ads Video
- AI-Powered Shopping Ads | AI-Powered Performance Ads

### Additional Professional Development (2025):

- Klaviyo Mastery
- Email Marketing & Marketing Automation (Udemy)
- CompTIA IT Fundamentals (FC0-U61)

### Formal Education:

Die Hoërskool Oos-Moot - National Senior Certificate (Grade 12)

## LANGUAGES

---

**English:** Professional Working Proficiency    **Afrikaans:** Native