

CHUKWUEMEKA

Senior Paid Search Specialist

PROFESSIONAL SUMMARY

Results-driven Senior Paid Search Specialist with six years of experience managing £200K+ monthly ad budgets across B2C and B2B sectors. Expert in scaling e-commerce, lead generation, and direct-to-consumer campaigns through data-driven optimization strategies within Google and Bing Ads ecosystems. Proven leader with three years of agency experience and a track record of driving high client retention and maximizing ROI through analytical expertise and strategic oversight.

KEY SKILLS

Technical Proficiencies:

- Google Ads (Search, Display, App, Video, Shopping, PMax)
- GA4, GTM, Google Merchant Center
- Looker Studio, Tableau, Hotjar
- Bidding Strategies (tROAS, tCPA, Max. Conversions)

Core Competencies:

- Conversion Tracking & A/B Testing
- Audience Segmentation & Bid Optimization
- Budget Planning & Funnel Strategy
- Team Mentorship & Leadership

PROFESSIONAL EXPERIENCE

Senior Paid Ads Specialist**July 2024 – December 2025***International E-commerce Firm*

- Planned and deployed Paid E-Commerce campaigns (Google and Bing) for promotional products across Canada, Australia, and New Zealand.
- Achieved average weekly ROAS of 400%+ and increased ROI by 25% Year-on-Year.
- Leveraged Google PMax and Standard Shopping Ads effectively to drive product purchases.
- Optimized merchant sites by resolving feed issues and improving product positioning on Shopping pages.
- Improved low-performing ads (ROAS < 2%) by enhancing asset group strength to drive higher conversion rates.
- Managed promotional updates across all channels for seasonal peaks including Black Friday, Cyber Monday, and Christmas.

Paid Media Lead**January 2022 – June 2024***Leading Digital Advertising Agency*

- Managed a \$100,000 monthly ad spend, generating over 20,000 conversions at an average CPA of \$0.50.
- Improved click-through rates by 35% and decreased CPC by 25%, generating a 140% ROI on media spend.
- Implemented Abs. Top of Page visibility rate of 95% through continuous optimization.
- Mentored two paid media associates, fostering professional development and successful promotion within the team.
- Maintained 100% client retention for managed accounts over 3 consecutive years.

Digital Campaign Deployment & Management Executive**March 2021 – December 2021***Global Media & Marketing Agency*

- Interpreted complex client briefs to propose funnel strategies across Demand Gen, YouTube, Search, and PMax.
- Collaborated with internal strategy teams to execute cost-effective paid campaigns.
- Developed customer-focused reporting on campaign effectiveness, targeting, and refined strategy.

Digital Marketing Strategist**March 2020 – March 2021***Regional Business Solutions Firm*

- Increased organic traffic by 16% and revenue by 31% while slashing CPA by 34% through integrated search strategies.

- Optimized landing pages and user experience in collaboration with internal creative teams.
- Identified market trends and implemented best practices for Organic Search visibility.

Paid Media Associate

August 2019 – February 2020

Digital Transformation Consulting Group

- Maintained an average optimization score of 90%+ for all search campaigns.
- Managed display campaigns maintaining a 1.50% average CTR.
- Prepared comprehensive media plans and leveraged web analytics to measure campaign success.

EDUCATION

University of Lincoln, UK

2025 - 2026

MSc. Digital Marketing

University of Nigeria

2012 – 2016

BSc. Physics and Astronomy

CERTIFICATIONS

Google Search Ads

Google Display Ads

AI-Powered Ads

Google App Ads

Google Video Ads

Google Shopping Ads

Google Analytics 4

MARKETING TOOLS

SEMrush

Spyfu

ZOHO

Slack

Asana

Looker Studio

Tableau