



Paid Media Specialist

Google Ads · Meta · Performance Marketing | 6 Years | Digital Advertising
Remote | South Africa-Based | UK-Aligned | Ref: FR-mktg-2706

PROFESSIONAL SUMMARY

Paid media specialist based in Johannesburg with 6 years of hands-on experience managing Google and Meta ad campaigns for South African brands and through agency work for international clients. Comfortable owning strategy and execution — from campaign structure and audience targeting through to weekly optimisation and client reporting. Has managed paid campaigns for UK-based clients and understands how to adapt strategy for different market contexts.

TECHNICAL SKILLS

Google Ads (Search/Display/PMax)	●●●●●●
Meta Ads Manager	●●●●●●
Google Analytics 4	●●●●●●
Looker Studio	●●●●●●
LinkedIn Ads	●●●●●●
Google Tag Manager	●●●●●●
Bing / Microsoft Ads	●●●●●●
Programmatic / DV360	●●●●●●
TikTok Ads Manager	●●●●●●
Klaviyo Retargeting	●●●●●●

EDUCATION

BCom Marketing Management
University of Johannesburg | 2017

CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Measurement
- Meta Certified Media Buyer
- Microsoft Advertising Certified

PROFESSIONAL EXPERIENCE

Senior Paid Media Manager

Feb 2022 – Present | Performance Marketing Agency | Johannesburg

- Manage paid media across Google Ads, Meta Ads, and Bing for 8–10 clients in e-commerce and lead generation.
- Consistently hit or exceeded client ROAS and CPA targets, with several accounts achieving best-ever performance within 6 months.
- Lead Performance Max strategy and asset group structuring for retail clients, driving the majority of Google revenue.
- Design and execute structured A/B testing frameworks across ad copy, landing pages, bidding, and audiences.
- Configure GA4 and GTM tracking for all new clients, ensuring clean conversion data for smart bidding.
- Conduct monthly budget pacing reviews and lead quarterly media planning sessions with clients.
- Build audience strategies using first-party data, customer match lists, and in-market segments.
- Manage retargeting programmes across Meta and Google Display, consistently achieving lower CPAs than prospecting.
- Create insight-led weekly and monthly performance reports in Looker Studio.
- Manage LinkedIn Ads for B2B clients targeting senior decision-makers in financial services and technology.
- Mentor two junior paid media executives in campaign structure, bidding, and client communication.
- Managed paid campaigns for 3 UK-based clients over 12 months, adapting messaging and targeting for that market.

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LANGUAGES

- English (Fluent)
- Sotho (Conversational)

KEY STRENGTHS

- ✓ Google & Meta certified
- ✓ Strong ROAS & CPA track record
- ✓ Budget management & media planning
- ✓ A/B testing & audience segmentation
- ✓ SA & international campaign experience
- ✓ Data-led optimisation approach
- ✓ Client reporting & management

Paid Media Executive

Mar 2019 – Jan 2022 | Johannesburg

- Managed Google Search and Meta campaigns for South African SME clients across retail, services, and hospitality.
- Achieved consistent CPA reductions through bidding reviews, negative keyword hygiene, and audience refinement.
- Executed seasonal campaigns around Black Friday and December peaks.
- Produced weekly client reports with transparent performance commentary and next steps.
- Ran TikTok Ads pilot campaigns for two DTC clients.
- Managed Google Shopping feed optimisation for three e-commerce clients.

Digital Marketing Assistant

Aug 2017 – Feb 2019 | Johannesburg

- Assisted senior team with Google Ads and Facebook Ads management across 6 client accounts.
- Built weekly reporting templates from Google Analytics and Ads data.
- Conducted keyword research and negative keyword management for search campaigns.
- Supported campaign setup, audience configuration, and ad copy writing.