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Certifications

- Google Ads Search Certification
 - Google AI-Powered Shopping ads Certification
 - Google Ads Measurement Certification
 - Microsoft Advertising Search Certification (in progress)
 - Google Ads Display Certification (in progress)
 - And more to come!
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Summary

Are you looking for someone with experience profitably structuring, launching, optimizing, managing (even scaling) **PPC campaigns and ad spend**? Hi, I'm Minniefield, a **Full Stack Digital Marketer**, but I **specialize in Microsoft (Bing) Ads** and **SEO**, with experience using **Google Ads**, **Google Shopping ads**, **Facebook ads**, **Instagram ads** (and other ad networks such as **Outbrain**, a platform for running paid native ads). Data-driven and skilled in using tools for finding targeted keywords, such as **Keyword Planner**, **SEMRush**, **SimilarWeb.com**, etc., as well as using some of those same tools to spy into competitors' campaigns, including **SpyFu**, **Adplexity**, and **Ofads.life (free option)**. Campaign tracking such as **Google Tag Manager**, **Prosper202 (previously)**, **Voluum**, and **Clickmagick**. Also familiar with **Google Ads Editor**, **Google Analytics**, and **Google Data Studio** for client reporting, and more. Seeking a challenging PPC Specialist position to leverage both my experience and passion for this field. **Let's talk** about your company's KPIs, goals, my background, how I can increase CTR, and sales conversions... Whatever you'd like to know.

Experience

Real World PPC Experience from 2015 Onward (Freelance)

- Consistently in Top 5% for all of my (Commission-Only) Affiliate Networks **using PPC**. Here's an Email from one of the Owners wanting me to run traffic for his new network citing he's, "Scouting trusted affiliates, who I know would be great partners based on our previous history together."

See here:

<https://ppcmama.com/wp-content/uploads/2023/08/bing-2.jpg>

- A more recent month of commission-only results for digital product sales (in this case the **PPC ROAs** was 400% profit.)

See here: <https://ppcmama.com/wp-content/uploads/2023/08/bing5.jpg>

- Utilized Microsoft Bing Ads (and some Google ads) to create and manage PPC campaigns, resulting in increased website traffic and higher conversion rates for clients.
- Integrated Google Shopping Ads for Shopify, WooCommerce, and BigCommerce platforms, optimizing product visibility and driving sales growth.
- Implemented campaign tracking with Google Tag Manager and software such as Prosper202 (formerly), Voluum, and Clickmagick to measure ad performance and optimize ROAs effectively.
- Developed and executed SEO strategies that drove over 80,000 website views to clients' blogs within the first 7 days of publishing, with an impressive 64% read-through rate for a 3,500+ word avg. blog post.
- Crafted highly engaging and persuasive email marketing swipes for other digital marketers, achieving open rates exceeding 40% and a product sales conversion rate above 20%.
- Designed and built effective landing pages, lead generation pages, sales pages, and websites for clients to optimize online presence and user experience.
- Employed Search Media Buying strategies to drive targeted traffic and increase lead generation for clients' digital marketing campaigns.
- Conducted thorough competitor research using tools like SEMRush, Similarweb.com, SpyFu, and Ahrefs to identify market trends and opportunities.
- Leveraged ad spying web applications such as Adplexity, Ofads.life (free option), and SpyFu to analyze competitors' ads and develop more competitive and compelling ad campaigns.
- Successfully executed paid ad campaigns that led to a significant increase in app downloads, leads, and product sales (for a variety of business types online and local service-based.)
- Utilized PPC strategies and remarketing techniques to boost brand awareness and encourage repeat purchases among existing customers.
- Managed and monitored ad budgets effectively, ensuring maximum ROI and cost efficiency.
- Collaborated with cross-functional teams to optimize website content and product listings for better search engine rankings, increasing conversions and online visibility.
- Provided compelling copywriting services for sales pages and ad copy, contributing to the exceptional results achieved in product sales and conversion rates.
- Conducted Social Backlink Building Campaigns to enhance website rankings and organic traffic, solidifying clients' online visibility and brand presence.
- Utilized keyword research tools to identify high-performing keywords and drive targeted traffic to clients' websites.

Skills

Microsoft Bing Ads • Google Ads • Search Advertising • Pay Per Click (PPC) • PPC Bid Management • Paid Search Campaigns • Search Engine Marketing (SEM) • Paid Search Strategy • Lead Generation • Digital Marketing • Google Tag Manager • SEMRush • Google Analytics • Google Data Studio • SEO • Facebook Ads • Instagram Ads • Google Shopping Ads • Aweber • Get Response • Google Data Studio • Google Keyword Planner • Google Ads Editor