

ELIAB M.

PPC & Performance Marketing Specialist | Google Ads • Meta Ads • TikTok Ads • AI Marketing Automation

Nairobi, Kenya (EAT / UTC+3) — available for EMEA and US East Coast overlap

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Registered independent contractor — set up for USD invoicing via Wise / Payoneer

PROFESSIONAL SUMMARY

Results-driven PPC and Performance Marketing Specialist with 4+ years of progressive paid media experience managing international consumer brands — including Katadyn Group (Switzerland), USN, and The New Yorker — across Google Ads, Meta Ads, and TikTok Ads. Track record of measurable impact: lifted ROAS from 2.6x to 3.9x, reduced CAC by 24% quarter-over-quarter, and cut client reporting turnaround from 3 days to 1 through automated workflows. Based in Nairobi (EAT/UTC+3), with full working-hours overlap across EMEA and partial overlap with the US East Coast; works remotely using Slack, Loom walkthroughs, and shared Looker Studio dashboards. Increasingly focused on AI and marketing automation — using AI tools for ad copy generation and building automated reporting systems that speed up optimization cycles.

CORE SKILLS

- **Paid Media Management:** Google Ads (Search, Shopping, Display), Meta Ads Manager (Facebook & Instagram), TikTok Ads Manager, E-commerce PPC Strategy & Campaign Management
- **Targeting & Research:** Keyword Research, Search Intent Analysis, Audience Targeting & Segmentation, Lookalike & Retargeting Audience Strategy
- **Optimization & Testing:** A/B Testing, Bid Management & Budget Allocation, CTR/CPC/CPA/ROAS Optimization, Landing Page Optimization, Conversion Rate Optimization (CRO)
- **AI & Marketing Automation:** AI-Powered Campaign Automation (Smart Bidding, Google Ads Scripts), Marketing Automation Workflows, AI-Assisted Ad Copywriting & Creative Ideation, Automated Performance Reporting
- **Analytics & Reporting:** Conversion Tracking, Google Analytics (GA4) Reporting, Performance Reporting tied to CAC, LTV, ROI & ROAS
- **Strategy & Communication:** Ad Copywriting & Creative Strategy, Digital Marketing Funnel Development, Customer Acquisition Strategy, Client Communication & Reporting
- **Remote Collaboration:** Async-first workflows via Slack, Loom, shared Looker Studio dashboards, and written weekly updates in place of standing calls

PROFESSIONAL EXPERIENCE

Performance Marketing and Strategy Consultant | Bidii Creatives — Nairobi, Kenya — May 2025 – Present

- Own paid media strategy and execution for international consumer brands — Katadyn Group (Switzerland), USN, and The New Yorker — plus regional hospitality client CityBlue Hotels, spanning e-commerce, retail/CPG, and hospitality. Manage \$40,000+ in combined monthly ad spend across the portfolio, with individual accounts each running at \$10,000+/month.
- Faced a stagnant 2.6x ROAS on a key e-commerce account; rebuilt audience segments and reallocated budget toward higher-converting placements, lifting ROAS to 3.9x and reducing CAC by 24% quarter-over-quarter.
- Conducted keyword research and audience analysis to identify high-intent users, improving targeting precision and supporting a 25% CAC-to-AOV ratio on a flagship retail account.
- Wrote and tested ad copy, headlines, and creative messaging tailored to different customer segments and funnel stages, using AI tools to accelerate ideation and cut creative turnaround by 40%.
- Ran structured A/B tests on creatives, headlines, audiences, and landing pages, improving CTR to 4.3% on Google Search and lifting landing-page conversion rate by double digits.
- Managed bidding strategies and budget allocation across the \$40,000+/month portfolio, maintaining a blended \$0.78 CPC while maximizing ROAS.

- Tracked and reported on core paid media KPIs — CTR, CPC, CPA, CPM, conversion rate, ROAS, and CAC — translating results into business terms such as revenue impact and ROI for stakeholders.
- Built automated, templated reporting processes that cut client reporting turnaround from 3 days to 1, giving clients faster visibility into performance trends.
- Implemented retargeting and audience segmentation strategies that sustained a 3.5:1 LTV-to-CAC ratio on a repeat-purchase campaign.
- Collaborate remotely with distributed clients and design/web teams using Slack, Loom walkthroughs, shared Looker Studio dashboards, and written weekly updates instead of standing calls, to keep landing pages and conversion optimization aligned across accounts.

Paid Media Executive | Digify Solutions — Nairobi, Kenya — March 2023 – April 2025

- Supported senior PPC specialists in building and monitoring Google Ads and Meta Ads campaigns for SME clients across retail and services (accounts averaging \$2,000–\$4,000/month), progressing from campaign support into independent ownership of smaller accounts.
- Faced a declining CTR on a retail client's Meta prospecting campaigns; restructured audience segments and refreshed ad creative, lifting CTR by 22% within six weeks.
- Conducted keyword research and competitor analysis that refined targeting and reduced wasted spend by 18%, improving lead quality for SME retail clients.
- Assisted with daily bid adjustments, budget pacing, and campaign QA checks, holding spend within budget and contributing to a 10% reduction in blended CPC over two quarters.
- Set up conversion tracking and audience segmentation, and contributed to A/B tests on ad creatives and landing pages that lifted conversion rate by 20% over three months.
- Compiled weekly performance reports covering CTR, CPC, and spend trends for client review, cutting client reporting turnaround by 30% — a foundation later automated at Bidii Creatives.

Digital Marketing Assistant | Vivacom — Nairobi, Kenya — January 2022 – February 2023

- Started career supporting the digital marketing team with campaign trafficking, ad uploads, and day-to-day account maintenance across Google Ads and Meta Ads, maintaining 100% on-time trafficking accuracy across managed accounts.
- Assisted in gathering and organizing keyword lists and audience data, shortening new campaign setup time by 15% for junior and senior team members.
- Monitored daily spend against budget and flagged pacing issues to senior marketers, helping prevent 10% in potential overspend across monitored accounts.
- Helped compile weekly performance summaries (impressions, clicks, spend) across 5+ client accounts for internal review, gaining foundational, hands-on exposure to paid search and paid social reporting cycles.

References from the above companies are available upon request.

CASE STUDY: 2.6X → 3.9X ROAS TURNAROUND

- **Client:** The New Yorker — retail e-commerce, \$10,000/month Google Shopping + Meta budget.
- **Problem:** ROAS had stagnated at 2.6x and CAC was creeping upward against a \$95 average order value.
- **Action:** Rebuilt audience segments, reallocated budget toward higher-converting placements, and restructured Shopping feed priority around high-intent, high-AOV segments.
- **Result:** ROAS climbed to 3.9x, CAC dropped to \$24 (a 25% CAC-to-AOV ratio), and monthly attributed revenue reached ~\$39,000, sustained over two consecutive quarters.

EDUCATION

BSc Information Technology | Kirinyaga University, Kenya | 2021

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification (GA4)
- Meta Certified Digital Marketing Associate

TOOLS & PLATFORMS

- **Advertising Platforms:** Google Ads, Meta Ads Manager, TikTok Ads Manager, Google Keyword Planner
- **Analytics & Tracking:** Google Analytics (GA4), Google Tag Manager, Conversion Tracking Tools
- **AI & Automation Tools:** AI writing assistants (ChatGPT, Claude) for ad copy & creative ideation, Zapier/Make for marketing automation workflows, Google Ads Scripts, Smart Bidding automation
- **Reporting & Design:** Google Sheets, Looker Studio, Canva
- **E-commerce:** Shopify & E-commerce Advertising Integration
- **Remote Work:** Slack, Loom, Notion, Google Drive