

Dwayne Lee

Senior Paid Media Strategist - Case Study Summary

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SUMMARY

I've spent **10+ years** managing paid media and over **\$20M** in cumulative ad spend across **Google Ads, Meta, TikTok, LinkedIn**, and **Microsoft Advertising**, with a track record of scaling accounts to **10x+ ROAS** through account restructuring, attribution and tracking rebuilds, and systematic creative testing. Along the way I've cut cost-per-lead by as much as **67%** through structured A/B testing and landing page optimization. Companies typically bring me in when paid media has plateaued, attribution is broken, or they need to scale profitably without wasting budget. I'm seeking a full-time paid media opportunity - agency, in-house, startup, or enterprise - where I can build, scale, and optimize revenue-generating acquisition programs. Currently talking with a few opportunities and evaluating where the fit is strongest.

RESULTS AT A GLANCE

Revenue: 21.2x blended ROAS · 4.45x ROAS · 10x+ ROAS · \$649K+ tracked revenue
Scale: \$20M+ managed · \$2.15M account rebuild · 40,000+ conversions · 250+ clinics served
Efficiency: 67% CPL reduction · 37% conversion lift · 1,595% ROAS swing in 14 days · TikTok CPA far below industry benchmark

CASE STUDY 1: D2C POOL EQUIPMENT BRAND (ECOMMERCE, GOOGLE ADS)

Channel: **Google Ads (Search, Shopping, Performance Max)**

Results: 4.45x ROAS | \$27,445 revenue on \$6,167 ad spend | 6.66% CTR

I was brought in to launch a **Google Ads** account from scratch, with no prior account history, right before the brand's peak season hit. I built the campaign architecture across **Search, Shopping**, and **Performance Max** from the ground up - audience and product feed structuring, bid strategy, conversion tracking - to compress what's normally a slow account learning curve into a live peak-season window.

- Structured **Shopping** feed and campaign segmentation around margin and seasonality
- Layered **Search** intent-matching on top of **Shopping** to capture full-funnel demand
- Built conversion tracking from zero to support real-time budget reallocation

CASE STUDY 2: PROFESSIONAL RUGBY FRANCHISE (SPORTS & ENTERTAINMENT, META ADS)

Channel: **Meta Ads (Facebook & Instagram)**

Results: 21.2x blended ROAS | \$649K+ tracked ticket revenue | \$30.6K total ad spend

I ran the full-season **Meta Ads** program for a professional rugby franchise, turning a modest media budget into tracked ticket revenue nearly 21 times its size. Order volume climbed month over month across the season, as audience and creative testing compounded over time rather than producing one early spike followed by a decline.

- Built audience segmentation around season-ticket holders, single-game buyers, and lookalikes
- Ran continuous creative testing tied to the game schedule and promotional calendar
- Reallocated budget toward best-performing segments weekly based on tracked **ROAS**

ADDITIONAL VERIFIED RESULTS

Additional figures below come from live ad accounts personally managed. Client identities are redacted per confidentiality agreements - the data, timeframes, and outcomes are real.

Lead Generation

- Healthcare: full account rebuild took **ROAS** from **0.63x** to **10.69x** (a 1,595% swing) in 14 days, cutting cost-per-conversion from **\$589** to **\$36**.
- High-Ticket Medical/Surgical: held sub-**\$30** blended **CPA** across three separate accounts simultaneously in the same 7-day window, against an industry benchmark of **\$100-\$300**.
- General **Lead Generation**: managed a large-scale account generating **\$1.2M** in tracked conversion value over a 30-day window - **\$236K** in spend, **5.12x** value-to-cost, **8.12%** conversion rate.
- General **Lead Generation**: led a full rebuild of a multi-million dollar account - **\$2.15M** in spend, **4.67x** value-to-cost, and over 40,000 conversions across a 4-month post-restructure window.
- **Lead Generation, TikTok Ads**: held top-tier **CPA** at meaningful monthly spend across two account snapshots - **\$28,788** spend at **\$0.19 CPA (11x ROAS)**, and **\$17,404** spend at **\$0.28 CPA (9x ROAS)**, against a **\$5-\$15** industry benchmark.
- HVAC & Home Services: built one reporting view spanning multiple clients, every line tied to booked revenue on the client's backend - **99.8%** top optimization score, **\$51.47** best cost-per-conversion.
- Dental / Medical Aesthetics: hit **Google's** top "Excellent" ad-strength tier through structured headline and description testing, not guesswork.

- Dental (250+ Clinics): built and ran a dedicated paid media program with a standing 60-day cost-per-lead guarantee - **9.7x** average **ROAS**, **67% CPL** reduction, **37%** conversion lift.
- Luxury Home Building: diagnosed and defended an account against competitor keyword bleed, reallocating **30%** of broad-match budget toward branded and design-build terms.

eCommerce

- **eCommerce, Meta Ads**: sustained **15x-19x ROAS** across consecutive weekly snapshots on a ground-up account build.
- **eCommerce, Google Ads**: managed a parallel revenue line for an existing lead-generation client in the same 30-day reporting window - **\$62.4K** in spend, 2,700 conversions at **\$23.09** cost-per-conversion.

Sports & Entertainment

- Full-Funnel Strategic Plan: built a complete multi-channel media strategy for a regional sports franchise's ticket and merchandise sales across **Meta, Google, YouTube, TikTok, Programmatic**, and OOH - channel budgets, creative specs, match-week cadence, and geo-fencing, targeting a 4:1 minimum **ROAS** and under **\$8** cost-per-ticket.

IN THEIR WORDS

"Our **ROI** increased significantly once Dwayne took over our **PPC** accounts. He built our entire paid marketing foundation - custom landing pages, funnels, strategy. Highest recommendation." - Head Executive, Healthcare Client

"His knowledge of **PPC, SEO**, email marketing, and social media marketing was a tremendous advantage. He increased our online presence and helped improve our revenue as a company overall." - CEO, **Lead Generation** Client

WHAT THIS DEMONSTRATES

Every result above followed the same underlying approach: fix tracking and attribution infrastructure first, build campaigns around real intent and audience signal instead of platform defaults, and treat creative and budget allocation as an ongoing testing loop rather than a set-and-forget launch. That's what turns ad spend into a predictable, compounding revenue system instead of a string of one-off wins.

Full campaign breakdowns and additional case studies available at [Portfolio & Case Studies](#)