

DWAYNE LEE

Senior Paid Media Strategist

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Dear Hiring Manager,

Dwayne here. I turn paid media into predictable revenue - a full-season **Meta Ads** program that turned **\$30.6K** in spend into **\$649K+** of tracked revenue (a **21.2x** blended return), and a **Google Ads** account I launched from scratch for a D2C **eCommerce** brand that hit **4.45x ROAS**. Over **10+ years** I've managed more than **\$20M** in ad spend across **Google Ads**, **Meta**, **TikTok**, **LinkedIn**, and **Microsoft Advertising**.

In one role, I cut cost-per-lead by **67%** and lifted conversion rates by **37%** in about four months while managing **\$500K+** in annual ad spend. That's the pattern across my career: I build systems that tie budget directly to revenue, pipeline, and LTV instead of chasing vanity metrics, covering campaign structure, attribution and tracking, and ongoing creative testing across a range of industries. Companies typically bring me in when paid media has plateaued, attribution is broken, or they need to scale profitably without wasting budget.

I'm looking for a full-time paid media opportunity - agency, in-house, startup, or enterprise - where I can build, scale, and optimize revenue-generating acquisition programs long-term. I'm currently talking with a few teams and evaluating where that fit is strongest on both sides. Full breakdowns of both case studies above - strategy, budget allocation, month-by-month results - are available at the Portfolio link.

I'm available to interview this week and can start immediately once we've confirmed it's the right match.

Best regards,

Dwayne Lee