

DWAYNE LEE

Senior Paid Media Strategist

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PROFESSIONAL SUMMARY

I turn paid media into predictable revenue, not vanity metrics - **\$649K+** in tracked revenue from a **\$30K** program, **21.2x** blended **ROAS**, and **4.45x ROAS** launching an account from zero. Over **10+ years** and **\$20M+** in ad spend managed across **Google Ads, Meta, TikTok, LinkedIn, and Microsoft Advertising**, I've cut cost-per-lead by as much as **67%** and lifted conversion rates by **37%**, 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.

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.

CORE SKILLS

Google Ads (Search, Shopping, Performance Max, Display, YouTube) · **Meta Ads** (Facebook & Instagram) · **TikTok Ads** · **LinkedIn Ads** · **Microsoft Advertising** (Bing) · **Programmatic & Spotify Ads** · **Paid Search (SEM)** · **Paid Social** · **Conversion Rate Optimization (CRO)** · **A/B & Multivariate Testing** · **Attribution Modeling & Tracking Implementation** · **Google Analytics 4 (GA4)** · **Predictive Modeling** · **E-commerce Optimization** · **Marketing Automation** · **Budget Forecasting & Pacing** · **Audience Segmentation & Lookalike Modeling** · **Cross-Channel Funnel Strategy** · **Lead Generation** · **eCommerce Growth** · Strategic Leadership · Cross-Functional Collaboration · Executive Reporting · Media Planning · Growth Strategy · AI-Assisted Creative Iteration · AI-Assisted **Search Term Analysis** · AI-Assisted **Landing Page Optimization** · Client & Stakeholder Reporting

KEY RESULTS

- Launched a **Google Ads** account from scratch for a D2C pool equipment brand (**eCommerce**) with no account history to build on, and drove **4.45x ROAS** - **\$27,445** in revenue against **\$6,167** in spend, with a **6.66% CTR**.
- Ran a full-season **Meta Ads** program for a professional rugby franchise (Sports & Entertainment) that turned **\$30.6K** in spend into **\$649K+** of tracked ticket revenue - a **21.2x** blended **ROAS**, with order volume climbing every month of the season.
- Cut cost-per-lead by **67%** and lifted conversion rates by **37%** in just four months through structured A/B testing and landing page optimization.

PROFESSIONAL EXPERIENCE

10+ Years of Experience

Senior Paid Media Specialist - Digital Marketing Masters

Remote · Contract

- Scaled paid media campaigns across **eCommerce** and lead-generation accounts.
- Improved **ROI** through A/B testing, campaign optimization, and budget management.
- Built high-converting landing pages and marketing automation workflows.
- Managed **Google Ads (Search, Shopping, Performance Max, Display, YouTube)**, **Microsoft Ads**, and **Meta Ads**.
- Managed multi-channel paid media campaigns for clients across multiple industries.
- Increased conversions and reduced acquisition costs through data-driven optimization.
- Developed growth strategies using **CRO**, audience testing, and automation.

Senior Paid Media Specialist - 24 Hour Views

New York, United States · Contract

- Managed paid media strategy for **eCommerce** and lead-generation clients across **Google Ads**, **Microsoft Advertising**, and **Meta**, overseeing **Search**, **Performance Max**, **Shopping**, **Display**, and **YouTube** campaigns.
- Increased **ROI** through continuous split testing, bid strategy refinement, and budget reallocation based on performance data.
- Rebuilt conversion tracking and attribution setups to restore reporting accuracy after platform-level tracking changes.
- Integrated marketing automation workflows to improve lead nurturing and customer retention.

Senior Paid Media & Growth Marketing Specialist - Frontier Marketing

Texas, United States · Full-Time

- Owned paid acquisition strategy across search and social platforms for multiple client accounts, managing **\$500K+** in annual ad spend.
- Increased lead conversion rates by **37%** within 4 months through structured A/B testing and landing page optimization.
- Reduced cost-per-lead by **67%** by rebuilding campaign structure, refining audience targeting, and improving ad creative testing cadence.
- Conducted competitive market analysis to identify scalable audience segments and growth opportunities.

Senior Digital Marketing Strategist - Sales & Orders

New York, United States · Full-Time

- Scaled **eCommerce** and lead-generation accounts through structured performance audits and full account restructuring.
- Grew return on ad spend through continuous split testing and data-driven budget optimization.
- Managed **Google Ads** (**Search**, **Performance Max**, **Shopping**, **Display**, **YouTube**), **Microsoft Advertising**, and **Meta** campaigns.
- Integrated marketing automation across the full acquisition funnel to improve lead quality and follow-up speed.

Senior PPC & Paid Social Manager - Dental Implant Machine

Utah, United States · Full-Time

- Led paid media strategy for high-ticket medical lead-generation campaigns in a highly regulated, competitive vertical.
- Built performance-driven campaign structures that increased qualified patient acquisition volume.
- Partnered cross-functionally with creative and landing page teams to align messaging with paid media performance data.
- Delivered executive-level performance reporting and identified efficiency improvements across campaigns.

Paid Digital Marketing Specialist - Digital Marketing Labs

Greater Sacramento · On-site · Full-Time

- Executed integrated digital campaigns spanning paid media, email marketing, and paid social.
- Built hypothesis-driven A/B testing frameworks that measurably improved conversion rates.
- Optimized landing pages to align with paid acquisition goals and reduce cost-per-acquisition.

Lead Paid Media & Performance Lead - Mexico Bariatric Center

El Dorado Hills, California, United States · On-site · Contract

- Managed paid search strategy and conversion rate optimization for competitive healthcare campaigns.
- Restructured **Google Ads** account architecture to reduce cost-per-click and drive higher-quality traffic.
- Implemented negative keyword strategy and performance-based account architecture to eliminate wasted spend.

EDUCATION

University of California, Sacramento

Business, Management, Marketing, and Related Support Services

CERTIFICATIONS

- **Google Ads Search Professional - Google**
- **Google Ads Search Certification - Google**
- **Google Ads Measurement Certification - Google**
- **Google Ads Creative Certification - Google**
- **Google Ads Shopping Certification - Google**
- **Google Ads Video Certification - Google**
- **Google Ads Display Certification - Google**
- **Bing Ads Certification - Microsoft**