



# Audra Ryan

## Paid Search Marketing Specialist

### SKILLS

Advanced knowledge of SEM & PPC marketing | Campaign Optimization to achieve maximum ROAS/ROI | Ability to reduce Cost-Per-Click Ad Costs | In-Depth Keyword analysis to identify effective key words & negative keywords | Daily Monitoring & Tracking

### CERTIFICATIONS

Google Adwords  
Google Analytics  
Bing Ads  
Kenshoo  
Hubspot Inbound  
Facebook Blueprint  
MS Excel  
Canva Design

### EDUCATION

Bachelor of Science,  
Computer Studies -  
Thomas Edison College,  
Trenton, NJ

### CONTACT

325 Buchanan St.  
Little Chute, WI  
920.410.0908  
audra.ryan@  
sbcglobal.net

### SUMMARY

Paid search marketing professional with over 10 years experience and proven track record with all aspects of Google AdWords & Bing Ads including Paid Search, Remarketing, Display Network, YouTube, and Shopping Ads (PLAs). I also have experience with Facebook Ads and LinkedIn Ads. I have managed accounts of all sizes in numerous industries and have had success with accounts that focus on generating leads, online sales, and branding.

### EXPERIENCE

#### Paid Search Marketing Specialist

**FindLaw, Eagan, MN** 2016 - 2017

- Developed new paid search strategies and directed execution of PPC campaigns that resulted in 109% improvement in paid search traffic and 151% improvement in conversation rate year over year.
- Used landing page testing to improve conversion rates by 61% providing more leads generated at no additional cost.
- Lowered cost per lead (CPL) by 57% in first 3 months.

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**Silver Star Brands, Oshkosh, WI** 2014- 2016

- Created, managed, optimized and evaluated all activities related to paid search for multiple eCommerce sites with monthly spend over \$120 K.
- Increased return on ad spend (ROAS) by 67% within first 6 months.
- Decreased cost per click (CPC) by 94% within first 12 months.

#### Paid Search Marketing Specialist

**CleanFreak.com/RocketIndustrial.com** 2010 - 2015

- Increased Adwords revenue by 155% with first 3 months.
- Decreased Adwords spend as a percentage of GP by 18% within first 3 months.
- Improved click through rate (CTR) by 208% within first 3 months.
- Created content and graphics on multiple manufacturer OEM websites and numerous third party websites sales funnel and track & improve performance against KPIs.