

# Terry Jang

Paid Search Specialist

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## SUMMARY

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Marketing graduate with agency experience, specializing in paid search. Additionally skilled in paid social, programmatic advertising, and graphic design. Willing to relocate to LA/OC.

## EXPERIENCE

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### Levy Online Agency

(May 2022 – Current)

*Paid Search Specialist*

- Created and managed Google Ads for a large portfolio of clients with a proven track record of success.
- Assisted with The Trade Desk (DSP), Meta, Microsoft, TikTok, and X campaigns when needed.
- Ensured proper tracking implementation by configuring tags, variables, and triggers in Google Tag Manager for Shopify and Wordpress websites.
- Increased productivity using Google Ads Editor to make bulk edits to Google Ads campaigns.
- Made personalized client reports with Google Analytics and Microsoft Excel pivot tables.
- Served as the primary point of contact for a large portfolio of clients across different verticals.
- Prevented ad fatigue by designing new ad creatives to continuously test using Adobe Creative Suite.
- Increased productivity by delegating weekly tasks to an overseas team.

### Freelance

(Nov. 2017 – Apr. 2022)

*Digital Marketing Specialist*

- Managed Google, Microsoft, and Meta campaigns for a small portfolio of clients focusing on conversions and lead generation.
- Increased Shopify and Wordpress conversion rates by optimizing landing pages using best practices.
- Designed ad creatives with Adobe Photoshop and Premiere Pro.

## EDUCATION

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### University of Nevada, Las Vegas

(2019 – 2023)

*Bachelor's Degree (BSBA) in Marketing*

## OTHER

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**Certifications:** Google Ads, Google Analytics, Microsoft Ads, Meta Ads, Semrush

**Skills:** Accelo, Adobe Creative Suite, Datorama, Google Ads, Google Ads Editor, Google Analytics, Google Tag Manager, Meta Ads, Microsoft 365, Microsoft Ads, Semrush, The Trade Desk, TikTok Ads, X Ads