

PROFILE

I build the systems that turn ad spend into predictable revenue — across paid media, marketing analytics, AI automation, attribution, and conversion optimization. My work connects the channels that drive demand, the data that proves it, and the executive reporting that makes it legible to leadership. I operate where strategy meets execution: campaign architecture one day, the dashboards and automation behind it the next. The throughline isn't a channel or a tactic — it's treating marketing as a system that compounds.

EXPERIENCE

Think Media

CONSULTING

Growth & Paid Media Strategist

Lead multi-channel growth and paid acquisition for a leading digital-education brand — across YouTube, Meta, and an ongoing slate of product launches, funnels, and live events.

- Architected full-funnel YouTube and Meta programs for webinars, digital products, and events, fed by a high-velocity creative testing and experimentation system.
- Built the marketing analytics and AI-assisted reporting layer that ties spend to revenue and turns leadership decisions from days into minutes.
- Run continuous funnel optimization and experimentation, partnering with leadership and creative teams to convert performance data into the next round of bets.

Crawford Creative Ventures

CONSULTING

Founder & Growth Consultant

Strategic growth consulting for ecommerce, B2B, and creator-led businesses — paid media, marketing systems, and growth strategy delivered as one integrated engagement.

- Design the connective tissue behind growth: attribution, AI automation, conversion optimization, and executive dashboards that make results repeatable.

PoolSupplies.com

CONSULTING

Paid Media Manager

Multi-channel ecommerce paid media across Google, Microsoft, and Amazon Ads — campaign architecture supporting \$1M+ in quarterly revenue.

- Managed six-figure quarterly budgets, scaling efficiently through seasonal demand while cutting wasted spend.

VoIP Supply

LONG-TERM ENGAGEMENT

Paid Media Consultant

Long-term B2B and ecommerce paid search across Google and Microsoft Ads — lead generation and transparent reporting guiding multi-year strategy.

Earlier — content & YouTube strategy (OmegaGreed) and end-to-end web design and launch (The Food Experience).

CORE EXPERTISE

Growth Strategy

Paid Media

Google Ads

Meta Ads

YouTube Ads

Marketing Analytics

GA4

HubSpot

AI Workflows

Automation

Conversion Optimization

Executive Dashboards

Creative Testing

Landing Pages

Cross-functional Leadership

CERTIFICATIONS

Google Ads

Meta Blueprint

HubSpot

SEMrush

Pacvue (In Progress)

EDUCATION

Bachelor of Science, Marketing
SUNY Buffalo State