

Stevens Gabriel

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SUMMARY

Google Ads and Bing Certified with proficient skills and experience in paid search, lead generation, paid social advertising, email marketing, landing page optimization. Out-of-the-box problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills.

EXPERIENCE

Digital Strategist

Apr 2017 – Present

Freelance, Miami, FL

- Built out new Google Ads Campaigns utilizing proper account structure and best practices. Implemented proper organization of ad groups, proper keyword match types, negative keywords, device segmentation, and ad extensions.
- Managed a Google Ads account to meet short term optimization goals.
- Audited existing Google Ads Campaigns to find problems and optimize performance. Restructured ad groups, keywords, and ad copy to adhere to Google best practices.
- Spoke to clients to understand their challenges, goals, unique selling proposition, market position, manage expectations and create custom strategy.
- Analyzed Matched Search Queries to discover new keyword ideas and find negative keywords to decrease irrelevant traffic.
- Conducted A/B Split Testing of Ad Copy & Landing Pages to increase CTR, lower CPC, and increase conversions.
- Sample Google Ads Structure Spreadsheet via Google Drive.
- Optimized Landing Pages to improve Ad Quality Scores.

Previous Job Title

Sept 2019 – Sept 2020

Amazon, Miami, FL

- Selling products on amazon, Using Amazon PPC..

EDUCATION

Miami Dade College, Miami, FL

May 2019

Accounting

SOFTWARE & SKILLS

Google Ads, Facebook Ads, Microsoft Office Suite (Word)