# Elizabeth Scardigno

### SKILLS

#### PPC Platforms: Google Ads, Facebook Ads, Bing Ads, LinkedIn Ads, Google Ads Editor

#### Testing & Analytics: Multivariate A/B Testing, Google Analytics, In-Depth Data Analysis

#### SEO & SEM: Keyword and Audience Research, Competitor Analysis

#### Campaign Management: Shopping and PLA Campaigns, Google Merchant Center, Tag Manager

#### Tools: Microsoft Excel, Word, and PowerPoint. Google-Sheets and Docs

### PROFESSIONAL EXPERIENCE-

##### Chetu, Inc. Sunrise, FL – Nov 2020 - PRESENT

Senior Digital Media Buyer

#### Managed high-budget PPC accounts across diverse sectors including Supply Chain, Transportation, AI, Education, Healthcare, Gaming, and Finance.

#### Developed PPC campaigns that boosted website traffic and ROAS, leading to increased online conversions and sales contracts.

#### Created and optimized ad groups, responsive text ads, display ads, videos, and extensions to improve CTR and ROI.

#### Conducted keyword research and competitor analysis to identify gaps and opportunities.

#### Implemented A/B testing to optimize ad performance and enhance ROAS.

#### Managed marketing budgets up to $500k monthly, making data-driven decisions to improve campaign outcomes.

#### Utilized a variety of ad formats including Responsive Search, Performance Max, Demand Generation, Video, and Display for campaigns

##### Get YOU Found Agency, Nov 2019 - Dec 2020

Digital Marketing Specialist -Remote

#### Handled PPC accounts and campaigns, including keyword research, budget management, and audience segmentation.

#### Authored SEO-optimized content for product descriptions and lead generation landing pages.

#### Prepared SEM projections for new clients, encompassing keyword research, cost estimates, and expected reach.

##### Insurance Care Now, Deerfield Beach, FL Jun 2019 - Oct 2020

Digital Marketing Specialist

#### Designed and developed two SEO-optimized websites with comprehensive content, graphics, and videos.

#### Launched new PPC campaigns via Google Ads and Facebook using text, video, and display ads.

#### Maintained the company’s social media presence by managing posts, interactions, and responses

##### Influence Health Agency, Oct 2018 - Dec 2019

PPC Manager- Remote

#### Assessed and optimized existing ad campaigns, including keyword research and budget adjustments.

#### Created, tested, and optimized display ads in Facebook Business Manager.

#### Developed targeted audiences for campaigns to match desired demographics.

#### Updated client reports to reflect PPC campaign performance.

##### Creative Circle / Nutrascience Labs, Boca Raton, FL Apr 2018 - Jul 2018

PPC Specialist (3-month contract)

#### Revamped underperforming Google AdWords campaigns, increasing paid traffic by over 40% while reducing costs by 53.45%.

#### Enhanced lead generation, evidenced by a 27.73% increase in leads and a 25% rise in form completions on the “Quote Request” page.

##### CableOrganizer.com, Fort Lauderdale, FL Feb 2010 - Dec 2017

Digital Marketing Specialist

#### Managed SEM and PPC campaigns across AdWords, Bing, and Facebook with a $30k weekly spend.

#### Developed and executed marketing campaigns for email, online ads, search engines, and direct mail.

#### Directed marketing activities to promote products and services, tracking campaign effectiveness and adjusting strategies accordingly.

#### Analyzed customer usage patterns to refine product and service offerings.

### CERTIFICATIONS

#### April 2023 - Google Ads Search Certification

#### March 2019 - Google Shopping Ads Certification