

Parker Hurley

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Parkerhurley.co

Summary

Digital Marketer with 6 years of Marketing experience with skills in Paid Media Management. Hard working individual with experience in account management for multiple clients across many different industries at varying levels of size and ad spend.

Education

Western Michigan University - Kalamazoo, MI

Graduated April 2020

Bachelor of Business Administration

- Major: Digital Marketing
- Minor: General Business

Experience

Ignite Visibility – San Diego, Ca (Remote)

July 2022 – Present

Senior Paid Media Manager

- Develop and execute comprehensive paid media strategies across various digital platforms. Primary platforms include Google Ads, Microsoft Ads, and Facebook Ads.
- Manage all aspects of paid media campaigns, including campaign setup, budget allocation, targeting optimization, and performance tracking to ensure ROI goals are achieved.
- Lead weekly meetings with all current clients reviewing over current projects, tasks, and account performance.
- Create and present quarterly presentations on paid media performance, trends, and insights to stakeholders, including senior management, to inform decision-making and demonstrate ROI.

OWL Computing – Grand Rapids, MI

May 2020 – July 2022

Paid Media Specialist

- Developed strategy, budget, and executed marketing plans for clients.
- Account management of Google Ads, Facebook Ads, LinkedIn Ads, and more.
- ROI tracking for ecommerce focused clients.
- Conversion optimization and analysis for all clients.
- Implemented, tracked, and reported the performance of all campaigns and clients.

Computer Guild Marketing - Kalamazoo, MI

May 2018 – May 2020

Digital Marketing Specialist

- Created marketing and advertising material for companies.
- Google Ads account management.
- Facebook account management.
- Back-end and Front-end website building with WordPress.