JULIAN MERCER

PPC SPECIALIST

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PROFESSIONAL SUMMARY

PPC Specialist with 7+ years managing Google Ads, Microsoft Advertising, and paid social for direct-to-consumer and lead-generation clients. Manages up to $1.2M in monthly spend, improves return on ad spend through structure, bidding, and creative testing, and reports clearly to clients. Documents every test and its result.

PROFESSIONAL EXPERIENCE

Senior PPC Specialist Mar 2023 - Present
Wpromote, El Segundo, CA

- Manage $1.2M a month in Google and Microsoft Ads spend across 9 retail and consumer brand accounts.
- Raised return on ad spend on a footwear account from 3.1 to 4.2 by splitting Performance Max asset groups by margin tier and excluding branded search traffic.
- Lowered cost per lead 24% for a home services client by tightening match types and adding 1,400 negative keywords.
- Run structured creative tests on Meta and Google, documenting each result in a shared log used by the whole pod.
- Present monthly performance reviews to client marketing directors, including spend pacing and next-quarter test plans.
- Mentored two associate specialists and reviewed their account audits before client delivery.

PPC Specialist Jan 2021 - Feb 2023
Tinuiti, Los Angeles, CA

- Managed $420K a month for a lead-generation portfolio, hitting the target cost per acquisition on 7 of 9 accounts over 8 consecutive months.
- Rebuilt shopping campaigns for a furniture retailer around product feed segmentation, growing revenue from paid shopping 28% year over year.
- Set up conversion tracking with Google Tag Manager and offline conversion imports, giving clients a view of closed sales rather than form fills.
- Wrote ad copy variations in 12 responsive search ad sets and kept those with a click-through rate above 6%.

Paid Search Analyst Jul 2019 - Dec 2020
Merkle, Los Angeles, CA

- Built weekly bid and budget reports for 5 retail accounts in Excel and Supermetrics, flagging spend pacing issues two days earlier than before.
- Ran keyword research and search term audits that surfaced 600 converting queries missing from existing campaigns.
- Supported budget forecasts for the holiday quarter, with actual spend landing within 4% of plan.

CORE SKILLS

Google Ads | Microsoft Advertising | Performance Max | Meta Ads Manager | Google Tag Manager | Google Analytics 4 | Shopping feed optimization | Bid strategy and pacing | A/B testing | Conversion tracking | Looker Studio | Keyword research | Negative keyword management | Audience segmentation

EDUCATION

Bachelor of Arts in Business Administration, California State University, Long Beach, Long Beach, CA

CERTIFICATIONS

Google Ads Search Certification, Google | Google Ads Measurement Certification, Google | Microsoft Advertising Accredited Professional