

Ivan Perez

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Summary

Results-driven Digital Marketing Account Manager with 8+ years in paid search and multi-channel digital marketing for high-profile clients. Most recently, I leveraged data-driven insights to drive performance gains in paid search advertising and led integrated campaigns— to consistently exceed KPIs. I excel at collaborating with cross-functional teams and executive stakeholders to deliver measurable outcomes and foster long-term client relationships.

Skills

- Google Ads
- Microsoft Ads
- Facebook Ads
- Google Analytics
- Email Marketing
- Wordpress Designer

Experience

02/2024 - 02/2025

Account Manager (Enterprise), **BarkleyOKRP**, Remote

As an Account Manager at BarkleyOKRP, I spearheaded enterprise-level paid search campaigns from strategic development through performance optimization. Leveraging a deep understanding of paid search tactics and best practices, I established clear priorities to meet client objectives and measure success through data-driven analysis and KPIs.

Responsibilities:

- Drive enterprise-level paid search campaigns using Adlucent's Deep Search™ software, Google Ads, Microsoft Ads, SA360, GA4—ensuring optimal performance against client KPIs.
- Conduct ongoing analysis and optimization of campaigns, independently troubleshooting technical issues to maintain consistent results.
- Collaborate with clients and internal teams to develop and execute data-driven optimization strategies, and testing methodologies that elevate campaign performance.
- Co-Lead weekly internal meetings to review account performance, prioritize tasks, and address roadblocks, partnering with senior leadership to maintain alignment on goals.
- Host weekly client calls to deliver performance updates, strategic insights, and recommendations that align with clients' broader business objectives.
- Co-lead semiannual and quarterly strategic business reviews, presenting industry insights, and actionable next steps to drive sustained account growth.

06/2022 - 12/2023

Sr. Digital Marketing Account Manager, **EmoryDay**, Remote

As a Senior Account Manager, I led comprehensive marketing campaigns, tracked performance outcomes, and ensured clear, consistent communication for Mid-Market size clients. By collaborating closely with specialized internal teams, I delivered exceptional results and continuously refined online marketing strategies through regular client and internal meetings. These efforts encompassed a broad range of digital initiatives, including:

- Client Communication: Served as the primary liaison for multiple client leadership teams, ensuring alignment on objectives and strategies.
- Lead Generation & Tracking: Utilized various CRM systems to manage leads, track progress, and streamline follow-up for optimal conversion rates.

- Website Design Project Management: Oversaw end-to-end website design initiatives, coordinating with internal teams to meet client specifications and brand standards.
- Paid Search Engine Marketing: Developed and executed campaigns on Google and Bing, leveraging data-driven strategies to meet key performance targets.
- Paid Social Media Advertising: Implemented targeted advertising initiatives across Facebook, LinkedIn, Twitter, and YouTube, crafting effective copy and creative assets.
- Content Development: Collaborated with creative teams to produce engaging digital and print materials, supporting multifaceted marketing efforts.
- Email Marketing Campaigns: Planned, launched, and optimized email campaigns to bolster client engagement, retention, and overall brand awareness.

02/2018 - 03/2022

Marketing Program Coordinator, **Newfold Digital**, Tempe, AZ

Steered comprehensive SEO and digital marketing programs for a monthly portfolio of 30–50 client accounts. Served as the main liaison between clients and internal teams, providing timely updates on project milestones and ensuring alignment with overall business objectives. Key responsibilities and skills included:

- Multi-Channel Expertise: Oversaw SEO, SEM, social media, CRO, and content strategy to drive measurable improvements in client performance.
- Ad Campaign Coordination: Collaborated with the Ads team to optimize Google and Facebook Ads reporting and budgets ranging from \$2,000 to \$10,000 per month.
- Client Engagement & Education: Provided clear communication to help clients understand services and recommend additional solutions, leading to higher satisfaction and upsell opportunities.
- Account Retention: Maintained a low client cancellation rate through strong relationship management, directly impacting monthly commission bonuses.
- Technical Proficiency: Demonstrated in-depth knowledge of web and mobile development best practices, ensuring integrated, results-focused marketing campaigns.

12/2016 - 02/2018

Wordpress Website Designer, **Newfold Digital**, Tempe, AZ

Managed the end-to-end creation and delivery of web design projects for a monthly portfolio of 20–30 small-to-medium business clients. Handled daily tasks such as phone-based onboarding, site reviews, and final launches, ensuring timely completion and high-quality results. Key proficiencies included:

- WordPress Mastery: Skilled in themes, plugins, and page builders (Elementor, Beaver Builder, DIVI).
- Technical Expertise: Working knowledge of PHP, CSS, and HTML for customized site functionality.
- Client Alignment: Collaborated closely with clients to align design choices with business goals and brand identity.
- Project Coordination: Maintained strong organizational and communication skills to effectively manage multiple projects simultaneously.

Languages

English:

 Native/ Bilingual

Spanish:

 Professional

- Google Ads Search (Skillshop)

Certifications

- Google Ads Measurement (Skillshop)
- Google Ads Display (Skillshop)
- AI-Powered Shopping Ads (Skillshop)
- GA4 Certified (Skillshop)
- Meta Certified Media Buying (Meta Blueprint)

References

References available upon request.