

Thomas Bean

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Fat Earth Media, Remote — Paid Media Strategist

June 2025 - October 2026

- Managed \$1M+ in Google Ads spend across 6 client accounts, overseeing campaign strategy, optimization, budget allocation, testing, and performance reporting.
- Shifted Waterlust's Google Ads mix from ~90% branded spend to 8%, driving a record \$44K in monthly non-brand revenue on \$4.4K spend (10.3X ROAS).
- Improved Muscle Feast's Google Ads ROAS by 300%+ within two months through A/B testing, search-term analysis, keyword optimization, dynamic keyword insertion, and Performance Max creative improvements.
- Scaled Dan-O's Google Ads investment from \$12K to \$16K per month while maintaining ~11X ROAS.
- Led biweekly client strategy calls and QBRs, delivering performance insights and growth recommendations; audited six-figure monthly-spend prospects.
- Optimized profitability using COGS, contribution margin, MER, LTV, and Shopify data to guide budget decisions.
- Managed Search, Shopping, P-Max, Demand Gen, and AI Max alongside Merchant Center, GA4/GTM, and conversion tracking.

Freelancer, San Diego CA — Google Ads Manager & Facebook Ads

July 2023 - June 2025

- Manage Google Ads, Meta Ads, and LSAs for lead-generation clients across legal, real estate, and service industries.
- Simply the best Singles: Cost per lead down by 80% (\$21 to \$4.21), Cost per sign up down from \$65 to \$18
- Set up conversion tracking, retargeting campaigns, custom audiences, and Search campaigns using Exact and Phrase match strategies.

She Reins Creative, Sacramento CA — Google Ads Manager & Paid Media Team Member

June 2021 - July 2023

- Increased a meal prep company's PPC-generated revenue from \$0 to \$60,000 monthly within three months with \$5,000 Monthly Ad Budget
- Managed a combined PPC ad budget of over \$750,000 for paid ad clients over 12 months
- Achieved a 4,500% ROAS for a personal injury law firm within six

Professional Summary

Results-driven Paid Media Strategist with 5+ years of experience managing Google Ads, including \$1M+ in annual spend. Proven success scaling e-commerce and lead generation through PPC strategy, testing, conversion tracking, and profitability-focused optimization.

SKILLS

- Google Ads (Search, Shopping & P-Max)
- Google Merchant Center
- Keyword Research & SQR Analysis
- Budget Management & Pacing
- GA4 & Google Tag Manager
- Conversion Tracking & Enhanced Conversions
- Google Sheets & Pivot Tables
- A/B Testing & Optimization
- Performance Reporting & Analysis
- Meta Ads
- Microsoft Ads

Certificates

- LinkedIn Fundamentals
- Google Ad Words
- Google Analytics
- Conversion Rate Optimization

months.

- Managed Google Ads, GA4/GTM, across legal, real estate, and e-commerce accounts.

EDUCATION

California State University East Bay, Hayward, California, —
Bachelor of Business Administration, Concentration in Marketing, Cum
Laude August 2016 - December 2020