
Lore Brustein

PPC Manager

Details

lore.brustein@gmail.com

(360) 366-1868

2872 Woodlawn Street, Trenton, NJ 08618

Profile

Over 5 years of experience managing PPC campaigns for a variety of clients in different industries. Skilled at conducting keyword research, creating ad copy, managing budgets and optimizing campaigns to achieve maximum ROI. Adept at using Google Analytics and other tools to track campaign performance and make recommendations for improvements. Committed to staying up-to-date with the latest trends in digital marketing

Employment History

PPC Manager at Google Ads, NJ

May 2022 - Present

- Implemented a new PPC campaign that increased leads by 25%.
- Negotiated with vendors to lower costs by 10%.
- Wrote and designed effective ad copy that resulted in a click-through rate (CTR) increase of 15%.
- Researched and selected relevant keywords that improved traffic from search engines by 20%.
- Monitored campaigns closely to identify areas for improvement, resulting in a 5% overall increase in conversions.

PPC Specialist at Microsoft Advertising, NJ

Aug 2017 - Mar 2022

- Led a team of 4 in developing and executing a paid search campaign that increased leads by 25% month over month for 6 consecutive months.
- Implemented an innovative bidding strategy that improved Quality Score, decreased cost per click by 42%, and increased conversion rate by 27%.
- Successfully created custom reports using SQL for clients which provided valuable insights leading to optimization opportunities and higher ROI.
- Worked with the development team to increase site speed on key pages from an average of 8 seconds to 3 seconds resulting in a 15% decrease in CPC .
- Managed a portfolio of 50+ accounts across various industries with combined budgets exceeding \$2M/month while achieving client satisfaction rating of 95%.

Education

Bachelor of Science in Marketing at Rutgers University, NJ

Aug 2013 - May 2017

Some skills I've learned are effective communication, teamwork, time management, and critical thinking.

Links

[linkedin.com/in/lorebrustein](https://www.linkedin.com/in/lorebrustein)