

Josh Riley

Paid Campaign Manager

I am passionate about the diverse processes of life. I believe in relationships built upon transparency and accountability. I enjoy approaching a challenge with creativity and enthusiasm. I've chosen to specialise in PPC advertising because the benefits can be justified from the start. I thrive on a flexible working environment that fosters productivity and growth.



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WORKING STYLE

Skills and Experience

Technical skills & Software tools

- Google Ads Manager
- Facebook Ads Manager
- LinkedIn Campaign Manager
- Google Analytics

Professional skills

- Paid Media Strategy
- Paid Ad Copy
- Social Media Copy
- Instagram, X (Twitter), Facebook Ads
- LinkedIn Ads
- Google Ads (Search, Display, Shopping)
- Keywords Research & Analysis
- Analytics & Reporting
- Campaign budget management

Industry Experience

- Administration & Support Services
- Advertising & Marketing
- Agriculture & Environmental Services
- Architecture & Construction
- Art & Design
- Biotech & Life Sciences
- Business Management & Consulting
- Coaching
- Charities & Social Services
- Customer Service
- Education, Family & Parenting
- Electronics & Technology
- Energy & Utilities
- Entertainment & Event Management
- Fashion & Beauty
- Finance
- FMCG, Retail & Consumer Goods
- Furniture & Interiors
- Gems & Jewellery
- Healthcare, Medical, Health & Wellness
- Hospitality, Travel & Tourism
- Industrial & Manufacturing
- Legal & Law
- Leisure & Recreation
- Pet & Animals
- Property
- PR & Communications
- Sales
- Transportation

Work Experience

Aug 2018 - Current

Head of PPC | PPC Specialist

Outsourcery

- Develop and execute paid media campaigns across various platforms.
- Monitor and evaluate campaign performance metrics to identify areas for improvement.
- Monitor campaign budgets and adjust them as necessary.
- Collaborate with creative teams to develop ad copy and design for campaigns.
- Conduct thorough keyword and audience research to ensure campaigns are targeted effectively.
- Ensure compliance with industry standards and best practices for paid media campaigns.
- Lead a paid media specialist team and provide guidance and support as needed.

Highlights:

- Supported a UK upper-market real estate by generating leads and sign-ups for rental agents and property developers.
- Marketed a housing sales platform enabling direct seller-to-buyer connections, focusing on lead generation and audience engagement

Jan 2018 - Jun 2020

Digital Marketing Executive

Outsourcery

- As an experienced digital marketing executive, I have had the opportunity to work with renowned brands such as Jagermeister and Converse. Through my work, I have gained extensive knowledge and practical experience in brand building, focusing on the music industry.

Aug 2016 - Jan 2018

Social Media Manager

Outsourcery

- Develop social media strategies.
- Create social media content calendars.
- Schedule and publish posts.
- Monitor and respond to comments and messages.
- Analyse social media metrics and generate reports.
- Manage social media advertising campaigns.

Education & Certifications



Certificate in Digital Marketing Fundamentals

Red & Yellow School



BA degree in Psychology and Philosophy

University of Cape Town



Google AdWords Beginner Certification

Google



Facebook Certified Media Buying Specialist

Facebook

