

# 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

