

Amelia McDonald

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GOOGLE ADS CAMPAIGN MANAGER

Data-driven Google Ads specialist with a strategic focus on lead generation. Experienced in managing and optimising 400+ accounts across diverse industries, budgets and campaign types. Expertise in full user journey analysis, tracking setups, integrations and performance optimisation to ensure measurable results. A technically skilled problem solver who thrives on delivering clarity, efficiency and high-ROI ad strategies.

TOOLS & SKILLS

Google Ads (Search, Display & Performance Max)	Microsoft Clarity	Data analysis & campaign audits
GA4, Google Tag Manager,	Conversion funnel optimization	Cross-platform strategy
Google Search Console	Technical setup & troubleshooting	development
	Custom script implementation	Reporting & communication

PROFESSIONAL EXPERIENCE

Add People 2022 - 2025

Lead Gen Technical Data Analyst (Google Ads)

Managed the ongoing technical optimisation of 400+ accounts. Utilised a range of platforms and strategies to optimise at least 15 accounts per day and provide reports. Completed full campaign builds and tracking setups, problem solving issues and finding innovative solutions. Daily budgets ranged from £3 - £350 and accounts had a range of campaign types and tracking needs. Implemented custom scripts and third party software where necessary.

Creative Tourist | Manchester's Finest 2021 - 2022

Marketing Consultant

Developed tailored digital marketing strategies to increase audience engagement and brand visibility. Conducted data-driven campaign performance analysis, refining targeting and messaging based on insights. Advised on cross-platform advertising strategies, integrating organic and paid media efforts for optimal results.

Bluemeadow 2020 - 2021

UX Consultant

Provided input to app design and web optimisation for mobile devices at a technological start-up.

EDUCATION & CERTIFICATIONS

BA (Hons) Law | University of Oxford

Google Certifications | Skillshop

Google Ads Search Certification
Google Analytics Certification
Google Ads Measurement Certification
Google Ads Display Certification
Google Ads Video Certification
Google Ads Creative Certification
AI-Powered Performance Certification

RESULTS & CASE STUDY SNAPSHOTS

Flight Simulator Lead Gen Results

Increased conversion rate to 4.6%, dropped cost per conversion to £13, achieving 2046% ROI

Industrial Machinery B2B Leads

Secured 3 leads (order value £500-£1M) within 30 days after months of no business on a tight budget.

Loft Boarding & Insulation Campaign Results

15.18% CTR & 20% conversion rate.

Children's Birthday Party Service Results

37.49% CTR, 7.33% conv rate, at £9.21 cost/conv.