

# TED GIRAITIS-QUAYE

PPC/SEM Revenue Generator

Miami, FL 33161

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401-332-3716

Authorized to work in the US for any employer



## WORK EXPERIENCE

### Digital Advertising Specialist

**Roar Media** - Miami, FL  
February 2020 to Present

- Propose and manage budget of \$480,000 for Nobu Hotels and Eden Roc Miami Beach
- Perform account strategy, keyword research, ad copy messaging and analysis for 10+ accounts
- Implement Google Marketing Platform integration for SA360, Campaign Manager & DV360
- Plan, execute, and manage client's paid digital advertising programs, including search engine marketing, programmatic display, retargeting and paid social media programs.
- Troubleshoot Google Tag Manager, Google Analytics, and Google Optimize accounts of clients
- Perform Excel budget forecasts and budget pacing for 4 accounts to create a yearly media plan

### Digital Marketing Specialist

**Rhode Island Novelty** - Fall River, MA  
July 2018 to December 2019

- Increased Google Ads revenue by 715% on non-branded campaigns in 6 month span
- Managed \$180,000 and 6 accounts on Google, Bing, Facebook, YouTube, Twitter & Reddit
- Created Google Shopping catalog of 3,900+ products with Excel & Merchant Center
- Optimized Search Ad keyword lists, targeting & A/B tests using search query report data
- Gained over 30,000+ engagements on Facebook & Instagram for a viral product
  
- Assembled remarketing segments based on user behavior and sales funnel strategies
- Developed Google Ad Scripts to boost management, bidding, reporting, and email alerts
- Devised Dynamic Remarketing campaign using JavaScript & HTML in Google Tag Manager



## EDUCATION

### Bachelors of Science in Marketing

**University of Rhode Island** - Kingston, RI  
September 2014 to May 2018

### Bachelors of Science in Marketing

Florida International University - Miami, FL  
August 2017 to December 2017



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## SKILLS

- Google Ads
- Search Engine Marketing
- Google Analytics
- Google Tag Manager
- Search Ads 360
- Microsoft Ads



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## LINKS

<https://tggmarketing.com/>

<https://www.linkedin.com/in/ted-giraitis-quaye/>



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## CERTIFICATIONS AND LICENSES

### Google Ads Display Certification

February 2020 to February 2021

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

### Google Ads Search Certification

February 2020 to February 2021

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

### Google Ads Video Certification

February 2020 to February 2021

Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.

### Shopping Ads Certification

February 2020 to February 2021

Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.