



# RONALENE CRUZ

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(714) 232 - 6758

DIGITAL MARKETING & ADVERTISING  
PAID MEDIA BUYING & PLANNING  
DATA ANALYSIS & CAMPAIGN OPTIMIZATION

## PROFESSIONAL SUMMARY

- 8 years of digital marketing and advertising strategy, with multi-channel analysis & campaign implementation
- 8 years of paid media experience across various advertising platforms, incorporating knowledge of platform algorithms to ensure benchmark/KPI goals
- Background in full funnel strategies including email marketing, content marketing, and display advertising
- Involved with daily campaign monitoring to provide insights, strategy adjustments, and optimizations to improve results and collect learnings
- Highly collaborative across multiple teams (internally & externally) for a successful partnership amongst team members

## PROFESSIONAL EXPERIENCE

### FREELANCER / CONTRACTOR

UNIFIED | 2021 TO 2023

Senior Paid Campaign Manager

Executed & managed 20+ campaigns with a minimum of \$750K+ budget across multiple channels to surpass campaign objectives, as well as ensure effectiveness of pacing & performance

Identified new audiences, refined objective-based strategies, & adjusted ad formats based on campaign performance

Interviewed, on-boarded, & trained new hires while also continuing to mentor associates on best practices for internal and external professional performance

### FREELANCER / CONTRACTOR

OMG23 | NOV '22 to JAN '23

Integrated Media Supervisor

- Supervised & QA'd implementation of search & social campaigns for theatrical launches
- Established, trained, & enforced QA processes with entry level/associates for seamless, quality campaign launches
- Maintained organization with paid media documentation for media plans, strategies, and roadmaps
- Led team meetings by maintaining stable relationships with shareholders, clients, and vendors

AYZENBERG | FEB to OCT '22

Media Analyst

- Supported Analytics Team with data management & report creation for live campaigns to support internal teams with budget management and campaign performance

VANS CORPORATION | AUG to SEPT '21

Media Manager, North America

- Manage distribution & provide QA of creative assets and invoices for print campaigns, while simultaneously launching paid social initiatives for US, Canada & Mexico

REVOLUTION DIGITAL | APR to SEPT '21

Media Manager, Data Analyst Lead

- Develop & execute brand strategies for paid social, providing daily report analysis to improve campaign performance & regular optimization recommendations for audiences & creatives

KONNECT AGENCY | JAN TO MAR '21

Paid Social Strategist

- Update D2C paid social strategies in order to establish client specific KPIs & benchmarks
- Refresh audience targeting across 10+ national D2C brands for cost efficiency & improve ROAS

### INTEGRATED MEDIA PLANNER / PAID MEDIA BUYER

SCHIEFER CHOPSHOP | JAN '19 TO JAN '21

Delivered & launched paid media initiatives across multiple platforms using historical data to ensure strategies resulting in above benchmark performance

Compiled, prepared & presented campaign data within reporting dashboards

Proactively researched new platforms, channels, & technologies, for future strategy recommendations and testing opportunities for clients

### OTHER EXPERIENCE

#### CLIENT ROSTER

BIC . Unity Gaming . Disney+ . Xbox . Pokemon .  
Microsoft . Adobe . Starz . Lexus . Panera .  
Starbucks . Home Depot . Vans . Toyota .  
Global Olympics . Square . Buitoni . Calafia .  
AstraZeneca . Pfister . West Coast University

#### PREVIOUS POSITIONS

Senior Account Manager | 2021 - 2023  
Campaign Manager | 2021-2023  
Data Analyst | 2020 - 2021  
Paid Social Strategist | 2020 - 2022  
Marketing Manager | 2018 - 2019  
Digital Marketing Specialist | 2017 - 2021

#### TECHNICAL SKILLS

Multi-Channel Campaign Strategy  
launch & monitor campaign performance,  
manage budgets pacing across paid media  
channels, audience viability, platform  
algorithm, & attribution models (per  
platform)

Performance Analysis & Optimizations  
study data to provide insights & learnings  
on campaign performance and A/B Testing  
to optimize audience/targeting segments,  
creative iterations, and copy variations

Media Planning & Buying  
develop & implement media strategies  
aligned with client goals and KPIs, and  
managing internal + external team  
communications (RFPs, media authoriza-  
tions, billing, invoices, etc.)

Report Creation & Data Slicing  
manage & data for campaign performance  
analysis to present information

#### CALIFORNIA STATE UNIVERSITY, FULLERTON

MAJOR | Business Admin & Marketing  
MINOR | Communications

## ADDITIONAL EXPERIENCE

PAID SOCIAL ADVERTISING | Meta/FB Business Manager, Snapchat, Twitter, Pinterest, Reddit, TikTok  
DISPLAY + SEARCH | Google AdWords, Google Search Console, DCM, AdRoll, Criteo  
EMAIL MARKETING | Mailchimp, Klaviyo, Constant Contact, GDPR, CAN-SPAM, HTML/CSS  
DATA ANALYSIS | SQL, Python, Javascript, Data Visualization, DOMO BI  
OTHER | Sprinklr, Shopify, Magento, Hubspot, Marketo, Salesforce, Adobe Suite, Google Suite

#### SKILLS:

Client Relations  
Account Management  
Campaign Management  
Project Management  
New Hire / Associate Training