

Isaac Bradford

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SKILLS

Marketing & Sales

- Google Ads
- Paid Search (PPC)
- Lead Generation
- CRM Management
- Account Management
- Consultative Sales

Analytics

- Google Analytics
- Campaign Optimization
- ROI Analysis
- Conversion Tracking
- Reporting & Dashboards

Business

- Client Relationship Management
- Project Management
- Cross-functional Collaboration

CAREER PROFILE

Digital advertising strategist with 6+ years of experience managing paid search campaigns, client relationships, and performance marketing initiatives for more than 500 businesses. Proven track record of improving ROI, reducing costs, and translating business goals into measurable growth.

EDUCATION

Bachelor | 2020 | Utah Valley University
3.7 GPA, Honor Society

Certifications

Google Ads Certification
CRM & Sales Training
Automotive Service Excellence

EXPERIENCE

Digital advertising strategist | Adams Multimedia | 11/2021-present

- Designed, launched, and optimized digital advertising campaigns for more than 500 businesses, generating qualified leads while increasing client ROI.
- Streamlined processes with partner companies to save \$20k per month.
- Managed and optimized multi-platform digital advertising campaigns that consistently improved lead quality and return on ad spend.

Marketing Coordinator | Dandle•LION Medical | 1/2020-10/2021

- Optimized ad campaign performance by narrowing down targets and search terms to achieve a 7% click-through rate and a very competitive \$60 lead acquisition cost.
- Analyzed campaign performance data and delivered weekly optimization recommendations that improved advertising effectiveness.
- Assisted in planning and execution of regional and national trade shows.

Automotive Mechanic | Burt Brothers | 11/2016-10/2021

- Diagnosed and repaired mechanical and electrical vehicle issues while consistently meeting productivity goals.