

AMBER KING

PAID SOCIAL STRATEGY & OPERATIONS LEADER



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KEY SKILLS

Omnichannel Paid Social Strategy

Agency-to-In-House Transformation

Incrementality & Rapid Creative Testing

Operational Leadership

M&A Integration & Change Management

High-Compliance User Acquisition

P&L Management

Executive Stakeholder Management

Full-Funnel Lead Generation

Organizational Design & Team Scaling

Measurement, Attribution & ROI Modeling

First-Party Data Strategy

SOFTWARE SKILLS

Paid Social Ecosystem: Meta (FB/IG), LinkedIn, Snapchat, Pinterest, Reddit, TikTok, X (Twitter)

Measurement & Analytics: Google Analytics (GA4), Tableau

CRM & MarTech: Salesforce, HubSpot

Operations & HCM: Asana, ClickUp, WorkDay, UltiPro

EXPERIENCE

G-P (Remote)

NOVEMBER 2024 – FEBRUARY 2026

Sr. Marketing Manager, Paid Social Acquisition

November 2024 – February 2026

- » Pioneered the in-house paid social function, for a high-growth SaaS-based HR technology firm managing a \$2M annual media budget and end-to-end strategy for four distinct departments across Meta and LinkedIn.
- » Orchestrated the migration from an underperforming external agency to a high-efficiency internal model, developing data-led strategies that yielded a 75% reduction in CPL and a 486% increase in MQL volume YoY.
- » Secured executive buy-in for \$781k incremental spend for a 61% budget increase for 2025 by establishing paid social as a primary growth driver and aligning channel performance with enterprise-level business objectives.
- » Designed a creative testing framework to identify high-converting ad variants, further scaling volume while maintaining strict efficiency benchmarks.
- » Successfully advocated for and onboarded a specialized contractor to support scaling initiatives, managing their daily workload and deliverables to ensure continuous alignment with departmental performance goals.

CENDYN (Remote)

FEBRUARY 2021 – APRIL 2023

Director, Paid Social

April 2022 – April 2023

- » Directed paid social strategy for a \$9.5M annual portfolio, overseeing 30+ hospitality brands (120+ properties) and a high-complexity real-money gaming (RMG) casino account.
- » Spearheaded the department's global expansion, scaling the team from 2 to 15 specialists while managing the full talent lifecycle from recruitment to career pathing.
- » Led end-to-end business development, including proposal architecture and client onboarding, consistently expanding the agency's paid social footprint.
- » Navigated two corporate mergers and acquisitions, successfully integrating diverse talent, processes, and client portfolios without performance degradation.
- » Institutionalized bi-weekly cross-functional forums to bridge silos between Search and Planning; standardizing departmental best practices and operational processes to ensure cohesive multi-channel execution for enterprise-level clients.

Team Lead, Paid Social

February 2021 – March 2022

- » Built and directed a hybrid 10-person team (5 US-based, 5 global subcontractors); earned a rapid promotion to Director for operational excellence in talent acquisition, team leadership, and international departmental growth.
- » Scaled user acquisition for a high-compliance Real-Money Gaming (RMG) client, developing and executing mobile app campaigns that navigated complex regional legalities while significantly lowering CPA and boosting in-app engagement.
- » Diversified the agency's platform portfolio by spearheading the expansion into Snapchat and Reddit, developing the initial best practices, case studies, and POVs that became the agency standard.
- » Acted as a centralized subject matter expert, leading client consultations and cross-functional alignment with paid and organic teams while hosting agency-wide training on emerging social trends and holistic digital strategy.

SELF-EMPLOYED (Remote)

NOVEMBER 2019 – JANUARY 2021

Digital Marketing Consultant

- » Acted as a strategic advisor to leadership teams across 5 diverse organizations (Namati, Hello Cake, Momentary Ink, Artemis Institute for Clinical Research, Impact Wayv), creating integrated digital strategies and operational guidelines that aligned marketing output with core business objectives.
- » Performed comprehensive audits of existing media ecosystems to identify growth opportunities, providing actionable recommendations that maximized online relevance and ROI.
- » Developed and managed high-efficiency social campaigns with monthly spends up to \$100k, specifically engineered to scale visibility and drive measurable conversion actions.

iPROSPECT

AUGUST 2011 – OCTOBER 2019

Manager, Paid Social

August 2018 – October 2019

- » Led full-funnel strategy and tactical execution for global brands including Intuit, Air New Zealand, and Tivity, communicating complex performance analytics to senior stakeholders.
- » Served as the North American Lead for a global multi-channel pitch (Tourism New Zealand), designing an integrated strategy across social, search, programmatic, and influencer channels.
- » Managed the full talent lifecycle—including hiring, onboarding, and professional reviews—for Lead and Associate roles, fostering a culture of continuous development.

Lead, Paid Social

March 2016 – July 2018

- » Orchestrated unified digital strategies for clients Petco, Staples, Northrop Grumman, Informatica & Smucker's by collaborating with cross-channel teams and partner agencies to ensure brand consistency.
- » Spearheaded social media monitoring and brand perception initiatives for Amway, identifying critical opportunities to improve global reputation and consumer engagement.

Lead, SEO

October 2014 – March 2016

- » Owned high-level client communication and SEO strategy for Kellogg's and Ameriprise Financial, proving a deep understanding of the total digital ecosystem beyond just paid social.
- » Directed local and global SEO roadmaps for up to 21 distinct brand websites, driving performance growth through technical content strategy and cross-agency collaboration.

Senior Associate, SEO

February 2013 – October 2014

- » Owned and managed the SEO recommendations and tactical execution of all organic search initiatives across General Motors' GMC & Buick divisions; including the annual site-wide content Model Year Refresh update ranging 250-400 pages on desktop and mobile.

Associate, Paid Search

August 2011 – February 2013

- » Designed, executed and analyzed paid search and social media campaigns for Diageo brands; Captain Morgan, Guinness & Smirnoff Malt Mixed Beverages and for General Motors' Buick division.

LEAPFROG ONLINE

MAY 2008 – AUGUST 2011

Project Coordinator

May 2008 – August 2011

- » Partnered with business leaders to bring clarity to 20+ monthly projects for Comcast, Time Warner, Cox and Charter Cable throughout the discovery and implementation phases.
- » Analyzed market positioning and advertising messaging for top-tier clients, translating structured findings into collaborative audience target strategies.
- » Managed the allocation of internal resources to ensure on-time delivery of complex marketing projects while minimizing operational downtime.

EDUCATION

Loyola University Chicago, IL

Bachelor of Business Administration in Marketing

Bachelor of Arts in Advertising and Public Relations