



# ZACHARY DUNTON

zach@ads-guy.com ads-guy.com

## PROFILE

With over five years of paid search experience, I specialize in strategizing, executing, and analyzing campaigns across a wide range of clients - from solo entrepreneurs to national brands - with monthly budgets from \$500 to \$1M+. I stay current with evolving technologies, methods, and best practices, continuously refining my approach. I prioritize understanding client goals and collaborate closely with internal teams to deliver effective, results-driven solutions.

## EXPERIENCE

### **PAID SEARCH SPECIALIST, BUTLER/TILL - APRIL 2023 - PRESENT**

Management of paid search in the pharmaceutical industry, targeting at the national level spending between \$200k and \$1M+ monthly. Hands-on optimizations including pacing, asset management, and MLR/PRC reviews. Collaborate with Planning, Analytics, and Account teams.

### **SENIOR PAID SEARCH COORDINATOR, CGI DIGITAL - JULY 2021 - APRIL 2023**

Management of Google Ads campaigns for a book of 120+ clients from initial planning and organization to hands-on optimization and KPI measurement. Meeting with clients to report and strategize. Initiate training for new hires and maintain training guide, plus lead weekly training.

### **PAID SEARCH COORDINATOR, CGI DIGITAL - SEPTEMBER 2019 - JULY 2021**

Creation and management of Google Ads Search, Display, and YouTube campaigns for small businesses across the nation. Optimization through keyword research and ad copy writing, plus image ad design. Reporting success in direct client meetings quarterly.

### **GOOGLE ADS ASSOCIATE, NEXT! AD AGENCY - JULY 2019 - SEPTEMBER 2019**

Behind-the-scenes maintenance of Google Ads campaigns for clients. Worked under Coordinators to ensure smooth operation and steady performance of accounts. Linked and activated Analytics and Tag Manager accounts for tracking. Created reports in Data Studio.

## EDUCATION

**2LOGICAL - LEADING WITH MOTIVATIONAL INTELLIGENCE (BUSINESS COURSE) 2022**

**NAZARETH UNIVERSITY - BS, MARKETING 2018**

**DELAWARE COLLEGE OF ART AND DESIGN - AFA, PHOTOGRAPHY 2015**

## SKILLS

- Paid Search Strategy - In-Platform Execution - SEMRush & Planning Tools - Copywriting  
- Google Search, Video, SA360 & GA4 Certified - Microsoft Advertising Certified - AMA  
- Project Management - MS Office - Graphic Design - Photo & Video - Social Networks

## REFERENCES

**AVAILABLE UPON REQUEST - SEARCH TEAMMATES, ACCOUNT TEAM, AND MANAGERS**