

Josh Sandler

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Profile

I am a Performance Marketing expert with 4+ years of experience in Paid Media Buying. I've been the primary Project Lead and Account Manager for world class search and social projects such as Uber, Slack, Asana and more. After 2 years of experience as a part-time Freelance Media Buyer, I am now looking for opportunities to grow Freelance into my primary focus.

Work Experience

Thrive Digital

Performance Strategist

March 2021 – Jan 2024

Vancouver, BC

- Develop long-term strategic roadmaps for Ecommerce and Lead Gen clients, while executing A/B tests to achieve marketing goals.
- Manage single client budgets of up to \$1.5mm per month on search and social accounts.
- Manage teams of up to 8 across multiple accounts focusing on project management, client success, and team development.
- Work with cross-functional teams on topics of Data Science, and Creative and Web Development.
- Doubled Asana's incremental ROAS from SEM through actions such as incrementality testing, value-based bid testing, and global expansion.

Josh Sandler Digital

Freelance Paid Media Manager

Feb 2022 - Present

Vancouver, BC

- End-to-end management of multi-channel paid media programs, consistently surpassing goals.
- Scaled clients paid media program from \$2k/month to \$55k/month through actions such as new channel expansion, creative testing, landing page development and more.
- Promoted a client's major sale through paid social, leading to the highest gross revenue day in company history.
- Developed and executed a brand awareness strategy supporting a physical store launch, resulting in the most successful opening weekend by gross revenue in company history.

Vancity Drink Specials

Marketing Director/Business Development

Jan 2017 - Jan 2018

Vancouver, BC

- Designed and implemented a strategic marketing plan to increase brand awareness, social media reach, and gain downloads for a mobile application.
- Implemented social media and content management strategies, cultivating reach to over 14,000 followers on Instagram.
- Grew the business by 6x in annual revenue, helping to achieve our end goal of acquisition.

Education

Bachelor of Commerce - Marketing

Sauder School of Business

University of British Columbia

Graduated May 2019

Associates of Arts – Business

Langara College

Dean's Honour Roll - 3.9 GPA

Sept 2014 - April 2016

Additional Training/Skills

- Google Sheets Expert
- Google Looker Studio
- Google Tag Manager
- Big Query
- Paid Media Platforms: Google, Facebook, Pinterest, Reddit, Bing, YouTube, and LinkedIn

Projects Portfolio

- Uber
- Slack
- Asana
- Square
- Yamazaki Home
- Change.org
- Kenny U-Pull
- Bree