



OLIVIA HANCOCK

Marketing Manager

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 4+ years of experience leading successful multi-channel digital marketing campaigns and creative ad development. Recognized for employing data-driven strategies and innovative solutions to significantly increase ROI and exceed performance goals across diverse industries. Proficient in leveraging SEM, PPC, and social media to enhance brand visibility and drive customer engagement.

EDUCATION

Bachelor of Science in Advertising, Minor in Art

Texas State University
San Marcos, Texas

Honors: Dean's Scholar
Graduated Cum Laude

CONTACT



(210) 867-2247



livmariehancock@gmail.com



oliviamariehancock.com
Password: Theoffice

[VIEW MY PORTFOLIO](#)

CAPABILITIES

- PPC Campaign Strategy
- SEM Optimization
- Workflows & Automations
- Conversion Based Web Design
- Copywriting
- Content Creation
- Email/SMS Marketing

EXPERIENCE

SENIOR PPC ACCOUNT MANAGER, DIGITAL WHEELHOUSE | 2021 - PRESENT

- Achieved a 10x ROI and increased traffic by 240% for my client through the development and execution of tailored marketing strategies
- Increased conversions by 57.31%, decreased cost per conversion by \$377.01, and saved my client \$1,800.23 in one month by implementing creative PPC solutions to reduce irrelevant spend
- Maintained an average monthly conversion rate of 15.13% for my client by leveraging conversion-focused bid strategies
- Led recurring weekly SEM optimization tasks, including keyword expansion, negative keyword management, ad testing and more, across multiple Google ad accounts
- Oversaw ad budgets exceeding \$100K on PPC platforms such as Google, Facebook, Bing, LinkedIn, and others
- Enhanced traffic and conversions by utilizing tools such as Google Analytics, Google Tag Manager, SEMrush, and Callrail
- Developed successful marketing strategies from the ground up for 15+ ad accounts across platforms like Google, Facebook, Bing, LinkedIn, and Simplifi (Geofence)
- Conducted keyword research as it pertains to SEM and wrote keyword-rich copy for Facebook, Google, LinkedIn, and Bing
- Executed tailored marketing strategies across diverse industries including healthcare, retail, finance, real estate, service, lifestyle and more
- Developed websites and landing pages using WordPress, WIX, and Lead Connector to optimize conversions and track performance
- Created visually engaging ads, website pop-ups, sticky bars, graphic videos, and banners using Canva, InDesign, and Unbounce
- Designed and scheduled email/SMS campaigns using platforms like Mailchimp, WIX, Constant Contact, Campaign Monitor, & Lead Connector
- Mentored team members and led in-person interviews for client testimonials
- Google Ad Certified

SOCIAL MEDIA COORDINATOR & DIGITAL MARKETING INTERN

DIGITAL WHEELHOUSE | 2020 - 2021

- Promoted from Social Media Coordinator to PPC Account Manager within three months due to exceptional performance, strong work ethic, and demonstrated leadership within the company
- Developed growth strategies for social platforms by collaborating with clients and internal teams
- Created original content and scheduled campaigns for multiple social media accounts
- Designed layouts and wrote copy for Facebook ads and social media content
- Created email marketing campaigns, including cover designs and copy, using Mailchimp and Constant Contact
- Fostered engagement and community within brand social media channels