

Edward Austin-Pugh

pugh202001@yahoo.com | (510) 461-1936 | Canyon Country, CA

SUMMARY

Results-driven professional with 8 years of experience in digital marketing and media buying, seeking a role as a Paid Search Specialist. Proven expertise in managing and optimizing PPC campaigns, conducting thorough keyword research, and utilizing Google Analytics for performance tracking and ROI maximization. Skilled in designing and analyzing advertising creatives, with strong proficiency in Tableau and Monday.com for data presentation and reporting.

WORK EXPERIENCE

Passages Malibu

Malibu, CA

SEM Manager

Apr 2022 - May 2024

- Conducted comprehensive research and execution of mobile and desktop media buys, collaborating with diverse advertising vendors.
- Developed and implemented effective SEO strategies, focusing on organic search optimization and maximizing ROI.
- Managed and optimized all aspects of PPC campaigns, ensuring adherence to minimum acceptable ROI metrics and goals.
- Collaborated with internal teams to create analytical tools and maintained data presentation and reporting using Tableau Analytics.

VS Media Inc.

Westlake Village, CA

Media Buying Manager

Jun 2013 - Jul 2018

- Executed mobile and desktop media purchases across multiple advertising channels, negotiating pricing and acquiring inventory on CPA, CPM, CPC, and CPL models.
- Managed programmatic media buying through diverse RTB platforms, ensuring cost-effective, scalable, and targeted media sources for qualified traffic.
- Designed, analyzed, and optimized advertising creatives, including landing pages and banners, while managing PPC campaigns on Tier 1 and Tier 2 search networks.
- Collaborated with the software development team to develop new products, pricing options, and promotions informed by market trends and customer profiles.

20th Century Fox Studios

Century City, CA

Marketing Specialist (Contract)

Oct 2012 - Dec 2012

- Developed promotional materials, including pitch decks and release date charts, while collaborating with in-house post-production and creative teams to create tailored marketing assets.
- Coordinated with digital partners and agencies to ensure timely launch of campaigns, conducted competitive analysis for strategic reviews, and prepared case studies for upper management presentations.

KSL Media

Encino, CA

Assistant Media Planner

May 2011 - Jul 2012

- Developed and executed comprehensive media strategies across digital, TV, radio, and OOH platforms, while analyzing audience behaviors and competitive spending data to optimize campaigns.
- Managed digital campaigns by coordinating with vendors, utilizing ComScore reports, and overseeing ad trafficking, while maintaining strong communication with clients and internal teams to ensure alignment with client needs.

EDUCATION

SKILLS

Microsoft Word • Excel • PowerPoint • Access • Atlas • Tableau • Monday.com • Slack • Google Analytics • Media Mind
• Simmons/Experian • Nielsen Advviews • Media Tools • comScore • SBMS • CRM System(s) • MySQL Databases •
Dreamweaver • inDesign • Photoshop • After Effects • Lightwave 3D • Cinema 4D • Illustrator • Routers • Servers
(Ubuntu) • Final Cut Pro • HTML • PHP • JavaScript • CSS • IP Addresses • Broadcasting • Web Design • Video
Caption & Editing • DNS Management • SMTP Server