

# VIBOL TAN

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## Professional Summary

Dynamic and results-driven digital marketing expert with extensive experience in creating, managing, and optimizing high-performing campaigns across Google Search Ads, Meta Ads, LinkedIn Ads, and Programmatic Ads. Passionate about building efficient workflows and designing custom Standard Operating Procedures (SOPs) to streamline processes and enhance productivity. Skilled in leveraging advanced analytics and data insights to craft innovative strategies that drive measurable growth, improve ROI, and exceed business objectives.

## Skills

- Paid Media Strategy & Execution
- Campaign Optimization & Analytics
- Budget Management & ROI Maximization
- Google Ads, Meta Ads, LinkedIn Ads
- A/B Testing & Conversion Rate Optimization
- Workflow Design & SOP Development
- Data-Driven Audience Segmentation
- Reporting & Performance Analysis

## Experience

### **Paid Media Manager** | The Johnson Group Marketing - Chattanooga, TN | 06/2024 - 10/2024

- Design and implement comprehensive paid media campaigns of \$10k-50k/month budget across search (Google Ads & Bing) and social platforms (Meta & LinkedIn).
- Oversaw the implementation and delivery of complex paid search media campaigns, including the setup of Google Tag Manager and Google Analytics.
- Spearheaded Google Ads A/B experiments analyzing broad match vs phrase match; resulting in 12% higher total conversions with 15% lower CPL.
- Extensive experience with landing page conversions and maximizing Quality Score in highly competitive verticals, improving conversions by 10%.
- Lead paid ads client relationships, responsible for both the strategy and execution of end-to-end growth marketing campaigns.

### **Paid Media Manager** | MDG - San Diego, CA | 03/2023 - 04/2024

- Develop and execute paid media campaigns across multiple channels; Google Search, DSP (Basis), video, & social (Meta (Facebook) & LinkedIn) - \$20k-100k/month budget
- Develop comprehensive biweekly reports highlighting insights from Google Analytics, and formulate a tactical plan.
- Research and identify new opportunities for paid media campaigns, resulting in multiple 20% decreases in CPA.
- Stay up-to-date on industry trends & best practices, implementing LinkedIn's new Predictive Audience, and sunsetting the Lookalike Audience.
- Created & maintained detailed campaign SOPs, reducing onboarding time for new team members by 30%.

### **SEM Strategist 2** | Agency Within - New York, NY | 04/2022 - 02/2023

- Utilize Google Ads Editor to efficiently create campaigns for Google Ads - \$2m/month budget
- Created & managed Performance Max campaigns, increasing CVR by 10%
- Managed day-to-day optimizations & bid adjustments increasing conversion volume by 5%
- Optimized remarketing campaigns to nurture leads, improving conversion rates by 5%.
- Created LAL audiences to increase relevant targeted audience increasing total conversions by 20% YoY

- Generate keywords from Search Term Reports lowering CPC by 10%
- Supported the execution of paid media campaigns across social and search platforms, driving 20% growth in impressions and engagement.
- Created saved links on the IDX Broker platform to add more sitelink extensions & take up more real estate on the front page
- Designed & implemented data-driven audience segmentation strategies, improving CTR by 10% & reducing CPC by 15%.

**Digital Marketing Intern** | International Institute of Rural Reconstruction - Philippines | 03/2021 - 06/2021

- Updated Privacy Policy & brought it up to compliance with Charity Navigator
- Provided weekly Google Ads report with graphs, insights, as well as projections & plans
- Maintained \$10k/month in Google Ads account by updating keywords, ad copies, extensions, & analyzing analytics
- Develop media plan for measuring & achieving key metrics
- Oversaw day-to-day budgets & KPIs to compare it to media plan projections

**Vending Machine Manager** | Premier Vending Inc - Skokie, IL | 01/2014 - 02/2021

- Oversee the creation & implementation of communication & data analytics
- Pioneer & implement measurable strategies that increased revenue by 30%
- Managed drivers to ensure effectiveness & cut labor hours by 10%
- Prepare regular reports on sale metrics for the owner

**Marketing Manager** | Salvador Insurance - Chicago, IL | 11/2012 - 01/2014

- Develop & implement a cohesive & integrated marketing plan to increase brand awareness resulting in 10 new leads every month
- Prepare & review monthly, quarterly, & yearly budgets to allocate resources appropriately resulting in 10% increase in call volume
- Conduct market research & implement new strategies based on findings
- Monitor industry trends & schedule meetings to share with the team
- Set daily, weekly, monthly, & yearly targets to implement various incentives to ensure they are achieved

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**Education**

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Wilbur Wright | Chicago, IL | 06/2012

**Associate of Arts:** Marketing Management

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**Certificate**

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- Google Search Certificate
- Google YouTube Certificate

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**Tools & Platforms**

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- Google Ads, Meta Business Suite, LinkedIn Campaign Manager, Basis (DSP)
- Google Analytics & Google Tag Manager
- SemRush & Google Trends
- Asana, Monday.com, Zoho, Clickup
- Google Data Studio (Looker Studio)