Cornelius Vantongeren

Senior Media Buyer, Paid Social and Programmatic

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SUMMARY

Media buyer with 7 years planning and buying paid media for a performance agency and a direct-to-consumer apparel brand. Manage about $640,000 a month across Meta, TikTok, Google, YouTube and programmatic display. Raised blended ROAS from 2.4 to 3.3 in 18 months while scaling spend by 45%. Comfortable with incrementality tests, creative testing frameworks and negotiating direct deals with publishers.

EXPERIENCE

Senior Media Buyer — Loomline Apparel

Austin, TX · Feb 2022 – Present

- Manage about $640,000 a month in paid media across Meta, TikTok, Google Search, YouTube and 2 programmatic partners.
- Raised blended ROAS from 2.4 to 3.3 in 18 months while growing monthly spend by 45%, mainly by shifting budget toward 3 proven audience groups.
- Cut cost per first purchase on Meta from $58 to $41 by running a weekly creative test plan with 6 to 8 new ads each cycle.
- Ran 4 geo-holdout tests with the analytics team, showing YouTube drove about 12% incremental sales and earning it a permanent budget line.
- Negotiated 3 direct podcast and newsletter deals at about 20% below rate card, adding roughly 1,900 tracked first orders.

Media Buyer — Northbound Performance Agency

Austin, TX · Jul 2018 – Jan 2022

- Bought paid social and search for 9 ecommerce and app clients with combined spend of about $310,000 a month.
- Lowered average client CPA by 23% in the first year through tighter audience exclusions and dayparting.
- Built a pacing sheet used by 6 buyers that cut month-end overspend from 7% to under 1% of budget.

SKILLS

Channels: Meta Ads, TikTok Ads, Google Ads, YouTube, The Trade Desk, Pinterest Ads, podcast and newsletter sponsorships

Buying: Budget allocation, bidding strategies, pacing, direct deals, rate negotiation, insertion orders

Measurement: ROAS, CPA, incrementality testing, geo holdouts, attribution windows, UTM governance

Tools: Google Analytics 4, Northbeam, Looker Studio, Excel, Triple Whale

CERTIFICATIONS

Google Ads Search Certification, 2024

Meta Certified Media Buying Professional, 2023

EDUCATION

BBA in Marketing, Texas State University, 2018

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