Siobhan Achterberg

PPC Specialist

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SUMMARY

PPC specialist with 5 years managing Google Ads, Microsoft Ads and Meta budgets for e-commerce and B2B lead generation. Runs $180,000 a month in paid search for an outdoor gear retailer, where restructured Shopping campaigns raised ROAS from 3.1 to 4.6. Comfortable in GA4, Looker Studio and spreadsheet-heavy bid analysis.

EXPERIENCE

PPC Specialist — Ridgeback Outdoor Supply

Chicago, IL · May 2023 – Present

- Manage $180,000 a month across Google Ads and Microsoft Ads for a 9,000-product catalog, holding blended ROAS above 4.2 for 6 straight quarters.
- Split Shopping campaigns by margin tier using custom labels in the product feed, raising ROAS on high-margin lines from 3.1 to 4.6.
- Built a negative keyword review routine from weekly search term reports, cutting wasted spend on irrelevant queries by about $6,500 a month.
- Ran 14 responsive search ad tests over a year, lifting click-through rate on the top 20 ad groups from 4.8% to 6.3%.

Paid Search Associate — Larkspur Performance Agency

Evanston, IL · Jun 2020 – Apr 2023

- Handled day-to-day bidding and reporting for 11 B2B lead generation clients with combined monthly spend of $95,000.
- Fixed broken conversion tracking for a software client by moving form events to Google Tag Manager, revealing that 30% of leads had gone unrecorded.
- Cut cost per qualified lead for a legal services client from $210 to $135 by adding offline conversion imports from their CRM.

SKILLS

Platforms: Google Ads, Microsoft Advertising, Meta Ads Manager, LinkedIn Campaign Manager

Campaign types: Search, Shopping, Performance Max, Display, YouTube, remarketing

Tracking and analysis: GA4, Google Tag Manager, Looker Studio, Excel, Google Sheets, BigQuery (basic)

Tools: Google Ads Editor, Merchant Center, Semrush, Optmyzr

CERTIFICATIONS

Google Ads Search Certification

Google Ads Shopping Certification

Microsoft Advertising Certified Professional

EDUCATION

B.A. Economics, Loyola University Chicago, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.