



# Cynthia Vega

## Digital Marketing Specialist

Google & Bing Ads certified PPC specialist with 8 years of experience in driving qualified leads for small and mid-size B2C & B2B businesses. Managed to improve the PPC performance for multiple clients and increased return on investment. Managed a 6-figure monthly ad budget for a variety of industries.

6 years of customer service and technical support experience that complements my current background.

● [cynve87@gmail.com](mailto:cynve87@gmail.com)

● 7527-2367

● Km15 Carretera a Ticuantepe

## ● SKILLS

Client Management  
Problem-Solving  
Analytical & Critical Thinking  
Marketing Strategy  
Social Media Management  
Google Ads  
Conversion Tracking  
E-commerce Tracking  
Email Marketing  
Google Analytics/GA4  
Content Writing

## ● Certifications

Google Ads Display Certification  
Google Analytics Individual Qualification  
Shopping Ads Certification  
Google Ads Search Certification  
Google Ads Measurement Certification  
Google Tag Manager Fundamentals  
Google Ads Video Certification  
LinkedIn Marketing & Lead Generation  
- Udemy  
Conversion Tracking - Udemy

## ● LANGUAGES

English  
Bilingual Proficiency  
Spanish  
Native

## ● WORK EXPERIENCE

### Dotcom Design - Iowa PPC & Tracking Specialist 02/2022 - 02/2023

Plan, create, and manage PPC campaigns across a variety of channels including Google Ads, Facebook and Instagram Ads. Keyword research and management to optimize bids. Monitor, evaluate, and present the performance of campaigns. Tracking implementation through Google Tag Manager.

### Top Floor Marketing - Miami, FL Social Media Ads Specialist 02/2022- 10/2022

Responsible for creating and administering content on all social media platforms, such as Facebook, Instagram, and LinkedIn, to build an audience and ensure customer engagement. Monitor site metrics and oversee creative design.

### Espresso Company - Managua Marketing Manager 05/2019 - 06/2020

Head of Pay per Click department, in charge of managing small and midsize businesses' campaigns and client communication. Responsible for onboarding new clients and auditing prospect's campaigns. Tracking specialist duties. Team leader, in charge of training and development of other members of the company.

### White Shark Media - Managua PPC Specialist 07/2015 - 04/2019

Responsible for helping Small to Mid-sized businesses promote their company in digital media by developing successful ad campaigns on Google and Bing Ads and maintaining fruitful relationships with the company's clients. Daily tasks included: conference calls with Clients, report writing, building new AdWords campaigns, and optimizing client portfolio.

## ● EDUCATION

### Science in Communication Advertising & Public Relations Universidad Centroamericana - Managua