

EDWIN LOVETT III

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PAID MEDIA MANAGER | MARTECH BUILDER

Self-taught performance marketing specialist with 6+ years managing paid campaigns across search, social, and programmatic channels. I build, optimize, and scale acquisition funnels - then build AI powered tools to make them run smarter. Deep hands-on experience with Google Ads, Meta, and DV360 paired with a technical edge in analytics implementation, automation, and AI-powered workflow tooling. I thrive in fast-paced, experiment-driven environments where data leads the decisions.

SKILLS

- Google Ads
- Meta Ads
- Google Analytics 4
- Google Tag Manager
- Server-Side Tagging
- Conversion API (CAPI)
- Attribution Modeling
- UTM Architecture
- A/B Testing
- Funnel Optimization
- Audience Segmentation
- API Integration
- Performance Marketing
- Metric Optimization
- CRO, CAC/LTV Analysis
- No-Code Automation
- Pacing Dashboards
- Agentic MarTech Tooling

EXPERIENCE

Digital Campaign Manager

September 2023 - Present

Townsquare Ignite

- Managed multi-channel campaigns across 4 markets and 82 advertisers overseeing six-figure monthly budgets across SEM, Meta, and programmatic display.
- Built custom tools that helped with campaign setup, prospecting, underperformance detection, cutting campaign time-to-live by 70%
- Collaborate daily with content and design teams to produce high-converting ad creative.
- Implement GA4, GTM, and server-side tagging configurations for accurate conversion attribution across client accounts.

Digital Media Buyer - Contract

August 2022 - April 2023

Diabetes Reversal Group

- Planned and executed paid search and social campaigns targeting health-conscious consumers in a sensitive advertising category.
- Managed full-funnel strategy from prospecting through retargeting, optimizing toward cost-per-lead and trial sign-up goals.

Paid Ads Manager - Contract

May 2022 - July 2022

Sunlink Connections

- Drove free trial sign-ups for a SaaS Solar sales CRM platform through paid search and social campaigns.
- Built and tested audience segments, ad copy variations, and landing page combinations to reduce cost per acquisition.

EDUCATION

Collin College | Associate of Science | Majoring in Computer Science GPA - 3.0 | 2019 - 2022

McKinney Boyd High School | High School Degree | GPA - 3.1 | 2017 - 2018