

# Rodrigo Murrugarra Hernandez

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## DIGITAL ADVERTISER

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### PERFORMANCE MARKETING | PAID SOCIAL | CONVERSION TRACKING

Results-driven digital advertiser with over three years of experience managing paid social lead gen campaigns, primarily across Meta, with additional exposure to TikTok and LinkedIn. Skilled in conversion tracking, budget optimization, and performance analysis, with recent experience supporting multi-channel brand awareness campaigns. Experience spans automotive, healthcare, and beauty clients, primarily in agency settings.

## TECHNICAL SKILLS

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- **Platforms:** Meta Ads, TikTok Ads, LinkedIn Ads, Spotify Ads, Pinterest Ads, Google LSA, Google CM 360 & DV 360, Stack Adapt
- **Analytics & Tracking:** Google Analytics, Tag Manager, Pixels, and Conversions API
- **Project Management:** Asana, Zapier, Basecamp
- **CRM Tools:** GoHighLevel, EngageBay
- **Campaign Strategy & Optimization:** A/B Testing, Competitor Research, Creative Strategy, Budget Allocation, Performance Reporting

## EDUCATION

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**Douglas College** - New Westminster, BC [anticipated completion] April 2026  
Post-Baccalaureate Diploma – Digital Marketing  
GPA: 4.09 • Dean's List • Dr. Guangwei Ouyang International Scholarship

**University of York** - York, North Yorkshire, United Kingdom July 2019  
Bachelor of Science – Biology with a Year in Industry • First-Class Honours (70%)

## WORK EXPERIENCE

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**Mediology** - Vancouver, WA, USA January 2026 – Present

### Digital Specialist Intern

Supporting multi-channel brand awareness campaigns across Meta, Spotify, Pinterest, and programmatic platforms through campaign setup, pacing analysis, optimization, and collaboration with media planners to ensure accurate execution.

- Set up and launched brand awareness campaigns across Meta, Spotify, Pinterest, and programmatic.
- Pull data from reports and ad platforms for client check-ins, monitoring pacing and delivery.
- Make optimization recommendations and collaborate with media planners to support accurate execution and campaign awareness objectives.

**Action Advertising Agency** - Vancouver, WA, USA

November 2023 – February 2026

### **Meta Campaign Manager**

Managed Meta lead generation campaigns across an 80+ client portfolio, personally handling 20+ automotive accounts and 10–12 healthcare accounts at a time.

- Managed approx. \$180K–\$200K in monthly Meta ad spend across automotive accounts, optimizing budget allocation and campaign performance to improve efficiency and reduce wasted spend.
- Reduced CPL by 50–70%+ across representative automotive accounts through budget reallocation, pacing discipline, and stronger optimization guardrails.
- Rolled out CRM-to-Meta Conversions API tracking across 30+ healthcare accounts, contributing to 30–40%+ CPS improvements and more reliable bottom-funnel optimization.
- Improved attribution and delivery quality by implementing server-side schedule events, lead ID mapping, webhook-based routing, and event deduplication.
- Optimized accounts using scheduled appointment and purchase data, protecting higher-quality geos and deprioritizing low-cost segments with weaker downstream conversion performance.
- Supported the agency’s expansion into TikTok, Google LSA, and Google Ads while balancing part-time work with full-time studies.

**ProtopVA** - Texas, USA

March 2023 – October 2023

### **Paid Media Specialist**

Managed paid media campaigns across Meta, TikTok, and LinkedIn to generate qualified leads and support business growth.

- Reduced cost per lead by 60% through segmentation, testing, and campaign restructuring
- Defined and monitored KPIs, including CPL, CPA, and ROAS, to guide optimization decisions.
- Worked with design and content teams to create creatives aligned with campaign goals.

**Bucle Salon & Spa** - Lima, Peru

January 2021 – March 2023

### **Digital Marketing Coordinator**

Led the salon’s digital presence and marketing initiatives to increase customer engagement and drive sales.

- Managed social content, visibility, and promotions across Meta, WhatsApp, and Google Business Profile.
- Contributed to 10% year-over-year sales growth through promotional campaigns and customer engagement initiatives.
- Supported CRM management, campaign execution, event promotion, and community management.

## **CERTIFICATIONS**

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**Meta Social Media Marketing Professional Certificate** - Coursera

July 2023

**Specialization in Marketing Management** - UPC University

September 2022

First Place

**MicroDegree in Digital Marketing** - Crehana & UTEC University

August 2021

Second Place

Available for remote, hybrid, or on-site work in the Greater Vancouver Area.