

# Yvan Do

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## WORK EXPERIENCE

### Digital Marketing Strategist

#### Marathon Consulting

September 2020 - Present

- Support digital marketing team on paid search campaigns for Marathon Consulting's clients.
- Provide strategic data-driven analysis and recommendations.
- Management of Google Ads campaigns across multiple clients in various industry verticals.
- Communicate directly with clients on project initiatives, performance, and goals.
- Development and management of paid search campaigns performing regular account optimizations such as strategy, keyword research, setting up campaign structure, ad creation, bid-management, display ad/landing page advisement, impression share, budget pacing, and competitor analysis.
- Analyze performance data on a bi-monthly and quarterly cadence to write insights for ongoing client reports.

### Media Solutions Manager

#### Goodway Group

May 2020 – September 2020

- Collaborate with business development, client services, and client success team members to drive profitable business.
- End-to-end campaign execution, including setup, optimization, insights, reporting, and billing, across programmatic, search and social channels.
- Knowledge of platform campaign flow, including creative development and acquisition, setup/trafficking, trading, troubleshooting, reporting and billing in multiple ad platforms.
- Dive into daily campaign metrics to find audience insights that can be applied across channels, maximizing performance and future recommendations, as well as drive data storytelling.
- Translate strategy, data and technical set-up requirements with clients, and ensure reporting presents results in a meaningful way.

### Principal SEM Analyst

#### Goodway Group

June 2018 – April 2020

- Manage paid search campaigns with client ad spend in excess of \$2.5M+ annually.
- Created and tested a cross-functional workflow process between the SEM and Campaign Operations departments to increase collaboration and efficiencies.
- Contribute to Goodway's knowledge base by serving as a subject matter expert and sharing information within the company.
- Research and create paid search proposals/IOs using Google's Keyword Planner to incorporate appropriate spending levels, cost-per-click estimates, and keyword recommendations to achieve the client's goals.
- Research and prepare launch docs containing keywords, campaign structure, ad copy, and any other campaign parameter recommendations such as ad extensions or device/bidding strategies.
- Create and pull reports using various reporting platforms including Google Analytics, Data Studio, and Tableau.
- Prepare monthly scorecards for accounting, weekly job summaries for team calls, and any other ad hoc reporting required to communicate campaign performance.
- Promoted from SEM Analyst to Principal SEM Analyst in May 2019.

### PPC Analyst

#### Workshop Digital

October 2014 - October 2016

- Manage client accounts across paid search, display and social (Facebook/Instagram, LinkedIn) platforms.
- Leverage Google Analytics, Google Tag Manager and phone call tracking platforms (Marchex and CallRail) to properly track performance data and to inform account optimizations.
- Conduct landing page optimization using Unbounce to improve user experience and conversion rates.
- Stay up-to-date on the evolving beta offerings within the SEM landscape and apply/implement changes on relevant accounts to adapt to new or updated offerings.

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## CERTIFICATIONS

- Google Ads Certified Professional
- Microsoft Ads Accredited Professional
- Google Analytics Individually Qualified
- Kenshoo Search Certification
- Google Tag Manager Fundamentals

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## EDUCATION

### Master's in Global Management

Antwerp Management School • Antwerp, Belgium

### Bachelor of Business Administration in Marketing

B2C Marketing and European Business • James Madison University • Harrisonburg, VA