

# TIM GIBSON

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## PROFESSIONAL EXPERIENCE

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### Vital Design

November 2023 - Present

*Senior Paid Media Manager - Analytics & Performance*

*November 2025 - Present*

- Direct campaign strategy and performance oversight across **110+ paid media accounts** spanning Google Ads, Microsoft Ads, Meta Ads, LinkedIn Ads, TikTok Ads, and OpenAI Ads, using custom dashboards and automated scripts to identify underperforming campaigns and guide optimization for a **six-person paid media team**
- Own measurement strategy for new and existing clients, serving as the paid media team's SME for conversion tracking through Google Tag Manager and for attribution and reporting across advertising platforms and CRM systems
- Standardize conversion strategy and client reporting around bottom-line outcomes such as ROAS, closed-won revenue, and student enrollments, replacing vanity metrics with revenue-driving KPIs

*Paid Media Specialist*

*November 2023 - October 2025*

- Managed approximately **\$3M** in annual ad spend across Google Ads, Microsoft Ads, Meta Ads, and LinkedIn Ads for B2B and B2C clients in higher education, finance, healthcare, enterprise software, and e-commerce
- For an e-commerce client, increased paid-media-attributed revenue by **69%**, opportunities by **34%**, and ROAS by **25%** year over year through closed-won CRM data imports and a shift toward high-intent search
- Directed landing page and product page rebuild strategy for a B2C lead-generation client, increasing conversion rate by **38%** and lead volume by **27%** across Google Ads campaigns
- For a B2B manufacturing client, increased annual pipeline value by **119%** and closed-won revenue by **72%** through landing page enhancements and Google Search campaign restructuring
- Deployed conversion tracking through Google Tag Manager and custom JavaScript, connecting advertising activity with website and CRM outcomes
- Integrated paid media data into BigQuery and developed SQL-based reporting workflows, saving **52+ hours annually** in manual calculations and enabling more granular client reporting

### The Dog Nanny

June 2020 - Present

*Digital Marketing Manager, Part-Time*

- Spearheaded the development and launch of a new WordPress website using Visual Composer, HTML, and CSS (thedognannyonline.com)
- Manage Google Ads and Meta Ads campaigns for a new dog grooming facility, achieving a **5.0x ROAS** while driving customer acquisition and growth
- Strengthen local search visibility and website traffic through content optimization and management of Google Business Profile and Bing Places listings
- Established end-to-end conversion tracking and HubSpot CRM integration, creating the company's first reliable view of lead source, acquisition cost, and campaign ROI

### AdMachines

March 2022 - November 2023

*Director of Search Engine Marketing*

*November 2022 - November 2023*

- Supervised a **five-person paid media production team** responsible for account builds, landing pages, tracking implementation, and campaign launch operations
- Oversaw performance across **100+ Google Ads accounts** representing **\$15M** in annual ad spend
- Diagnosed underperforming accounts and coached **four account managers** on bidding, targeting, conversion tracking, and optimization strategy
- Owned end-to-end strategy, onboarding, and launch for new clients, including advertising account setup, campaign builds, landing pages, and conversion measurement

*PPC Account Manager*

*March 2022 - October 2022*

- Managed **\$5M** in annual ad spend across **25 home services businesses**
- Executed and optimized Google Ads, Microsoft Ads, and Meta Ads campaigns to achieve client revenue goals
- Increased landing page and ad performance through WordPress updates and structured testing of copy and creative
- Launched and optimized Google Local Services Ads accounts to increase qualified lead volume
- Analyzed call quality and lead outcome data to identify wasted spend and improve campaign profitability

## ADDITIONAL EXPERIENCE

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### Domino's Pizza

January 2016 - March 2022

*Assistant Manager & Lead Trainer*

- Managed daily operations at a high-volume Domino's location with annual sales exceeding \$1M

### By Appointment Only

November 2020 - May 2021

*Inside Sales Representative*

- Scheduled sales meetings through high-volume outbound cold calling and targeted email outreach

## PROJECTS

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### Ads Notes Chrome Extension

*AI-Assisted Coding, Chrome Extensions API, JavaScript, Google Apps Script, Google Sheets*

- Developed and published a Chrome extension that captures notes entered within Google Ads and writes standardized records to a shared Google Sheet, adding functionality not natively available in the platform
- Enabled PPC teams to collaborate more effectively across shared accounts by creating centralized documentation and streamlining how changes are reported to clients
- **Link:** [Ads Notes on Chrome Web Store](#)

### Open-Source Consent Signals Manager

*Google Tag Manager, JavaScript, HTML, CSS*

- Built a free Google Tag Manager template that implements Google Consent Mode v2, regional consent defaults, Global Privacy Control detection, and user opt-out handling, enabling privacy-conscious measurement without requiring a commercial consent platform
- **Link:** [Global Consent Manager on GitHub](#)

### Google Ads Automations

*JavaScript, Google Ads Scripts, Google Ads API*

- Engineered a suite of Google Ads tools that automate account- and campaign-level reporting, Performance Max channel analysis, negative keyword additions, display placement exclusions, and offline conversion uploads
- Deployed a daily alerting system that compares 30-day account and campaign trends, flagging budget pacing risks, conversion rate declines, CPA spikes, and CTR drops for the PPC team

### Google Workspace Automations (Internal Proprietary Tool)

*Google Apps Script, JavaScript, Google Sheets*

- Created an internal Google Workspace extension that enables teams to add and deploy customized Google Sheets automations without manually editing source code

### Custom CRM Integrations

*Zapier, Python*

- Designed and delivered a 30-hour custom Zapier and Python integration that routed client lead forms into the CRM, preserved campaign attribution data, and automated offline conversion uploads to advertising platforms

### Cross-Platform Budget Pacing Tracker

*Google Apps Script, Google Sheets*

- Automated cross-platform budget pacing through a Google Sheets system that consolidates spend from Google Ads, Meta Ads, and Microsoft Ads and calculates monthly budget utilization across accounts

## EDUCATION

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### University of Massachusetts, Lowell

*B.S. Business Management & Marketing*

May 2018

*Honors: summa cum laude (GPA: 3.91)*