

Christopher J. McCarthy

Portfolio: christopherjmccarthy.com

Objective

I'm passionate about learning the complexities of digital marketing and eager to focus on recent trends. Every project is a new and exciting problem to solve.

Experience

Direct Energy

Manager Digital Acquisition

Mar 2019 - Present · 11 mos: Houston, TX

Supervising a four person team consisting of three departments, Paid Search, SEO, and CRO (conversion rate optimization). Responsible for team development and vendor management resulting in high intent traffic, proper technical SEO & converting content, and improving conversion rate through successful A/B tests.

Manager Digital Paid Media

Jan 2019 - Present · 1 yr 1 mo: Houston, TX

Reduced cost to acquire by 30% by reliably and accurately reporting net sales, reducing spend on existing customers, and renegotiating with partners and affiliates over use of branded terms. Increased performance by moving to tCPA resulting in 5x spend with 6x more conversions. Improved quality of sales by migrating to tROAS with reliable CLV data, baseline improved from 6.7 to 8.6.

Senior Paid Media Analyst

Oct 2015 - Jan 2019 · 3 yrs 4 mos: Houston, TX

Audited and revamped existing paid search accounts and campaign structure, as well as improve overall tracking to accurately measure performance. Managed an existing paid search budget of over \$5 million in annual spend. Significantly reduced the amount of ads with low quality scores. Activated audience lists for advanced customer targeting, remarketing to users with products and offers.

DMN3

Digital Marketing Analyst

May 2014 - Oct 2015 · 1 yr 6 mos: Houston, TX

Integrated digital and traditional marketing efforts to create holistic campaigns, measuring offline channel impact. Used marketing automation tools to monitor performance of web traffic, email programs, and direct marketing. Performed landing page optimization to improve lead generation. With a B2B focus, setup paid search campaigns to drive relevant traffic to an inbound marketing flow.

TopSpot Internet Marketing Services

Analytics Department Manager

Jun 2013 - May 2014 · 1 yr: Houston, TX

Created custom reports to monitor and analyze trends to help identify potential site issues. Advanced knowledge of analytics programs, form tracking platforms, and call tracking solutions. Hosted workshops over various analytics topics. Supervised a six person team, responsible for hiring and training new team members. Steadily improved the productivity of the analytics department resulting in a 37% increase of tickets solved from the prior year.

Tracking Specialist

Feb 2011 - Jun 2013 · 2 yrs 5 mos: Houston, TX

Implemented and monitored Google Analytics, form tracking solutions, call analytics, and established QR code campaigns. Setup and managed shared wiki knowledge base, composed uniform tracking code, created tracking solutions for mobile sites as well as responsive websites. Wrote custom code and developed web sites using languages such as jQuery, JavaScript, HTML, CSS.

Technologies

Web Platforms

Google Ads
Google Analytics
Google Tag Manager
Bing Ads
Facebook Ads Manager
Marchex Call Analytics
Salesforce CRM
ExactTarget
HubSpot
Visual Website Optimizer
Google Data Studio
Tableau
Marketo

Languages

HTML5
CSS3
jQuery
JavaScript
PHP

Certifications

Google Ads Search Certification

Dec 2019 - 2020

Credential ID - 43695542

Google Analytics Individual Qualification

Dec 2019 - 2020

Credential ID - 43691528