

ELIAB MURIITHI

PPC & PERFORMANCE
MARKETING SPECIALIST

LOCATION
Nairobi, Kenya

PHONE
+254 704 808 125

EMAIL
eliabmuriithi2026@gmail.com

- PLATFORMS
- Google Ads (Search, Shopping, Display, PMax, YouTube)
 - Meta Ads Manager (Facebook & Instagram)
 - TikTok Ads Manager

EDUCATION
BSc Information Technology
Kirinyaga University, Kenya — 2021

- CERTIFICATIONS
- Google Ads Search Certification
 - Google Analytics Certification (GA4)
 - Meta Certified Digital Marketing Associate

PROFESSIONAL SUMMARY

Results-driven PPC and Performance Marketing Specialist with over 3 years of progressive paid media experience, growing from foundational campaign support roles into full campaign ownership across three agencies. Skilled in planning, launching, and optimizing paid advertising campaigns across Google Ads, Meta Ads, and TikTok Ads for e-commerce, retail, and hospitality clients. Proven track record of lowering Customer Acquisition Cost (CAC), improving LTV-to-CAC ratio, and driving Return on Ad Spend (ROAS) through data-driven A/B testing, audience segmentation, and conversion rate optimization. Increasingly focused on AI automation and marketing automation — using AI tools for ad copy generation and creative ideation, and building automated reporting and workflow systems that reduce manual work and speed up optimization cycles. Strong understanding of digital marketing funnels, multi-touch attribution, and paid media analytics that connect campaign performance to core business outcomes such as CAC, LTV, ROI, ROAS, retention, and churn.

CORE SKILLS

- **Paid Media Management:** Google Ads (Search, Shopping, Display, Performance Max, YouTube), Meta Ads Manager (Facebook & Instagram), TikTok Ads Manager, E-commerce PPC Strategy & Campaign Management
- **Targeting & Research:** Keyword Research, Search Intent Analysis, Audience Targeting & Segmentation, Lookalike & Retargeting Audience Strategy
- **Optimization & Testing:** A/B Testing, Bid Management & Budget Allocation, CTR/CPC/CPA/ROAS Optimization, Landing Page Optimization, Conversion Rate Optimization (CRO)
- **AI & Marketing Automation:** AI-Powered Campaign Automation (Smart Bidding, Performance Max, Google Ads Scripts), Marketing Automation Workflows, AI-Assisted Ad Copywriting & Creative Ideation, Automated Performance Reporting
- **Analytics & Reporting:** Conversion Tracking, Multi-Touch Attribution Modeling, Google Analytics (GA4) Reporting, Performance Reporting tied to CAC, LTV, ROI & ROAS
- **Strategy & Communication:** Ad Copywriting & Creative Strategy, Digital Marketing Funnel Development, Lead Generation & Customer Acquisition, Client Communication & Reporting

PROFESSIONAL EXPERIENCE

Performance Marketing and Strategy Consultant | Bidii Creatives — Nairobi, Kenya
May 2025

- Own paid media strategy and execution across Google Ads, Meta Ads Manager, and TikTok Ads Manager for a multi-industry client portfolio including Katadyn Group, USN, CityBlue Hotels, and The New Yorker, spanning e-commerce, retail/CPG, and hospitality.
- Conducted keyword research and audience analysis to identify high-intent users and improve targeting precision, directly supporting lower CAC and higher-quality lead volume.
- Wrote and tested ad copy, headlines, and creative messaging tailored to different customer segments and funnel stages, using AI tools to accelerate ideation and speed up creative turnaround.
- Ran structured A/B tests on creatives, headlines, audiences, and landing pages to improve CTR, conversion rate, and overall campaign performance.
- Managed bidding strategies and budget allocation across accounts averaging \$10,000+ in monthly ad spend to maintain cost efficiency and maximize ROAS.
- Tracked and reported on core paid media KPIs — CTR, CPC, CPA, CPM, conversion rate, ROAS, and CAC — translating results into business terms such as revenue impact and ROI for stakeholders.
- Built automated and templated reporting processes to cut down manual reporting time and give clients faster visibility into performance trends.
- Implemented retargeting and audience segmentation strategies to improve customer acquisition efficiency, support retention, and reduce wasted ad spend.
- Collaborated with design and web teams to improve landing page consistency, user experience, and conversion optimization.

Paid Media Executive | Digify Solutions — Nairobi, Kenya

March 2023 – April 2025

- Supported senior PPC specialists in building and monitoring Google Ads and Meta Ads campaigns for SME clients across retail and services, progressing from campaign support into independent ownership of smaller accounts.
- Conducted keyword research and competitor analysis to inform campaign structure, ad group organization, and audience targeting.
- Assisted with daily bid adjustments, budget pacing, and campaign QA checks to keep delivery on track and spend within budget.
- Set up conversion tracking and basic audience segmentation, and contributed to A/B tests on ad creatives and landing pages under guidance from senior team members.
- Compiled weekly performance reports covering CTR, CPC, and spend trends for client review, building the reporting foundation later used to automate client reporting at Bidii Creatives.

Digital Marketing Assistant | Vivacom — Nairobi, Kenya

January 2022 – February 2023

- Started career supporting the digital marketing team with campaign trafficking, ad uploads, and day-to-day account maintenance across Google Ads and Meta Ads.
- Assisted in gathering and organizing keyword lists and audience data to support campaign setup for junior and senior team members.
- Monitored daily spend against budget and flagged pacing issues to senior marketers to help avoid overspend.
- Helped compile basic performance summaries (impressions, clicks, spend) for internal review, gaining foundational, hands-on exposure to paid search and paid social platforms and reporting cycles.

References from the above companies are available upon request

KEY ACHIEVEMENTS

Results below reflect e-commerce accounts managed at Bidii Creatives with an average monthly ad spend of \$10,000 across Google Shopping and Meta.

- **Customer Acquisition Cost (CAC) & Lifetime Value (LTV):** Managing The New Yorker's \$10,000/month Google Shopping + Meta budget, brought CAC down to \$24 per customer against a \$95 average order value (a 25% CAC-to-AOV ratio) — while repeat-purchase campaigns for Katadyn Group's outdoor gear range sustained a 3.5:1 LTV-to-CAC ratio.
- **Return on Ad Spend (ROAS):** Achieved a 3.9x ROAS on The New Yorker's \$10,000 monthly ad spend, generating approximately \$39,000 in monthly attributed revenue across Google Shopping and Meta.
- **Click-Through Rate (CTR):** Delivered a 4.3% CTR on Google Search and 1.6% CTR on Meta prospecting campaigns for USN's supplements e-commerce account, through structured A/B testing of ad copy and creative.
- **Cost-Per-Click (CPC):** Maintained a blended \$0.78 CPC across Google Shopping and Meta on a \$10,000/month e-commerce budget, driving roughly 12,800 monthly clicks.
- **Cost-Per-Thousand Impressions (CPM):** Managed \$16 CPM on Meta prospecting and \$3.10 CPM on Google Display remarketing for Katadyn Group, balancing new-customer reach with retargeting efficiency.

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification (GA4)
- Meta Certified Digital Marketing Associate

EDUCATION

BSc Information Technology | Kirinyaga University, Kenya | 2021

TOOLS & PLATFORMS

- **Advertising Platforms:** Google Ads, Meta Ads Manager, TikTok Ads Manager, Google Keyword Planner
- **Analytics & Tracking:** Google Analytics (GA4), Google Tag Manager, Conversion Tracking Tools
- **AI & Automation Tools:** AI writing assistants (ChatGPT, Claude) for ad copy & creative ideation, Zapier / Make for marketing automation workflows, Google Ads Scripts, Smart Bidding & Performance Max automation
- **Reporting & Design:** Google Sheets, Looker Studio, Canva
- **E-commerce:** Shopify & E-commerce Advertising Integration

WORK IN ACTION

(Click on the links for Loom videos of me working live)

- [Google Ads](#)
- [Meta Ads](#)
- [Google Analytics \(GA4\)](#)
- [Google Tag Manager \(GTM\)](#)