



Valentino Zubak

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Summary/Objective:

Highly motivated and results-driven Media Buyer with **10+ years of experience specializing in Google Ads** and affiliate marketing. Proven ability to strategize and execute campaigns that maximize ROI, drive targeted traffic, and significantly improve conversions across diverse verticals. Expertise in utilizing advanced tracking and analysis tools, including Semrush and Ahrefs for SEO integration, to optimize campaign performance. Seeking to leverage deep understanding of digital marketing platforms and strategies to contribute to the success of a dynamic media buying team.

Core Competencies:

Google Ads Mastery:

Expert in Search, Display, YouTube, and Call campaigns.

Proven track record of consistently achieving #1 ad position.

Proficient in optimizing campaigns for maximum ROI and CPA reduction.

Experience in diverse verticals including dental care, home repair, private accommodation booking, ecommerce, diet, gaming and finance.

SEO Integration:

Proficient in utilizing Semrush and Ahrefs for comprehensive website and keyword analysis.

Ability to identify and leverage SEO insights to enhance paid campaign performance.

Understanding of how SEO drives organic traffic, which complements paid media strategies.

Cross-Platform Advertising:

Facebook Ads: Expertise in engagement, traffic, lead generation, video, and messenger bot campaigns.

Tracking and Optimization:

Advanced proficiency in tracking tools: Binom, Bemob, Google Analytics.

Competition analysis tool expertise: Adplexity.

Technical Skills:

HTML and CSS proficiency for landing page development and optimization.

Last Professional Experience:

Media Buyer & Affiliate Marketing Specialist | Adludum | 2020-2024

Developed and executed high-performing media buying strategies across multiple platforms.

Managed and optimized campaigns across diverse verticals, consistently exceeding ROI targets.

Utilized advanced tracking and analysis tools to monitor and improve campaign performance.

Improved landing page performance through html and css optimizations. Drastically improved LP conversion rates utilizing A/B testing, making it load instantly, and tracking user intent.

Vertical Expertise:

Business Lead generation (Dental Care, Home Repair, Booking)

Ecommerce

Diet & Weight Loss

Gaming

Finance

Tools:

Google Ads & Google Ads Editor

Google Keyword Planner

Google Analytics

Facebook Ads Manager

Twitter Ads

MGID

PropellerAds

Binom

Bemob

Google Analytics

Adplexity

Semrush

Ahrefs