

CONTACT

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EXPERTISE

PPC
SEO
Digital Marketing Strategy
Conversion Rate Optimization
Data Analysis & Reporting
Copywriting
Market Research & Insights
AI & Automation

SOFTWARE KNOWLEDGE

Google Ads
Meta Ads Manager
LinkedIn Ads
Microsoft Ads
Demand-Side Platforms
Google Analytics
Google Tag Manager
Semrush
WordPress
Webflow
Squarespace & Wix
HTML/CSS
Canva & Adobe Photoshop
Microsoft Office Suite
Google Workspace
ChatGPT & Perplexity AI
BI & Reporting Tools
Monday & Asana

CERTIFICATIONS

Google Search Ads
Google
Credential ID: 135179649
Google Display Ads
Google
Credential ID: 13518446

PROFESSIONAL AFFILIATIONS

Leadership New Braunfels,
Class of 2024
New Braunfels Chamber of Commerce

PAIGE WHITIS

DIGITAL MARKETING STRATEGIST | AUSTIN, TX

SUMMARY

Strategic and hands-on marketer specializing in paid search, paid social media, SEO, and cross-channel digital strategy.

WORK EXPERIENCE

PAID DIGITAL MEDIA & SEO STRATEGIST

TEXAS STATE UNIVERSITY | JANUARY 2024 - PRESENT

- Direct digital advertising campaigns across Google, LinkedIn, Meta, and Reddit to drive awareness and enrollment.
- Exceeded KPIs with average CTRs of 2.5% on Meta and 9% on Google Search in FY25.
- Manage full campaign lifecycle from strategy, targeting, creative, budgets, optimization, and reporting.
- Advise on SEO best practices and implement strategies.
- Collaborate with stakeholders to align campaigns with institutional priorities.
- Deliver performance insights and recommendations to leadership and stakeholders.

DIRECTOR OF DIGITAL MARKETING

THE AMMO GROUP | JANUARY 2020 - JANUARY 2024

- Led paid and organic digital strategy for 8-12 clients.
- Executed campaigns across search, display, social, CTV, and programmatic with budgets ranging from \$100-\$15K/month.
- Crafted social media content for a client awarded the 2022 Texas Travel Award for Best Destination Social Media Account.
- Consistently surpassed KPI deliverables, with average CTRs of up to 9% on Meta and 18% on search.
- Analyzed social media, ad, and web analytics to optimize client campaign performance and produce monthly reports.
- Managed one employee, interns, and collaborated with design team members to develop cohesive cross-channel campaigns.

DIGITAL MARKETING MANAGER

THE AMMO GROUP | JULY 2018 - JANUARY 2020

- Created social media strategies and content for client accounts with audiences up to 350K.
- Ran multi-channel campaigns using paid and organic tactics.
- Produced monthly reports and executive summaries.

WEB SERVICES DIRECTOR

YELLOWBIRDY | AUGUST 2017 - JULY 2018

- Built scalable systems to launch and grow startup digital services and support web, social media, and PPC projects.
- Helped establish brand identity and marketing collateral.

EDUCATION

BACHELOR OF ARTS IN MASS COMMUNICATION

Texas State University | San Marcos, TX