**Quwinn McDonald**

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Dear Hiring Manager,

I’m writing to apply for the Marketing Associate position on your digital marketing team, with a focus on paid media and performance growth.

I have been creating and optimizing Google Ad accounts for a number of small clients, including my own venture, LeadMag Studios, and a local PEV Repair Shop. I’ve set up accounts from scratch. I’ve optimized accounts that were wasting money, some set up by other agencies or business owners who didn’t understand Google Ads. Rescue underperforming campaigns. I’m constantly on top of client accounts, utilizing A/B Split tests, optimizing copy, studying analytics, working with them to adjust landing pages and come up with creative solutions to meet our target KPIs.

At [Everepairshop](https://www.everepairshop.com/), I managed targeted Google Ads campaigns spanning 150+ personal electric vehicle models, achieving a 27% reduction in CPC through data-driven keyword optimization. At [LeadMag Studios](https://leadmagstudios.com), I developed a segmented Google Ads funnel that powered a content repurposing offer, driving an 8.2% form submission rate via strategic testing and landing page optimization.

Beyond campaign management, I designed and built the websites for both businesses from the ground up. This hands-on web development experience empowers me to optimize landing pages effectively, maximizing conversion potential and overall campaign performance.

I regularly use tools like Google Ads, Google Analytics, SpyFu, and Google Tag Manager to test ad copy, refine account structure, and analyze competitors. It’s amazing to me how sometimes even a simple adjustment in the structure of a campaign can make such a difference in the performance of an account. I have created a [Spreadsheet](https://docs.google.com/spreadsheets/u/0/d/111K8ErCSoFv42edICUq5K4Nj-QNxQUTra49k0esykSA/edit) to illustrate my approach to proper account structure.

Although I haven’t worked in an agency setting, I’ve had the benefit of hands-on mentorship by an experienced SEM Manager in Paid Search and Analytics and have done the actual work launching and iterating real campaigns that brought real ROI. I’m certified in Google Ads Search and continuously learning through Google Skillshop, Search Engine Journal, and other PPC communities. What I’m looking for now is a collaborative team where I can grow, contribute, and become a long-term asset.

Thank you for your time and consideration, I’m excited about the opportunity to bring my skills and hunger to your team.

Warm regards,

Quwinn McDonald

**Quwinn McDonald**

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**SUMMARY**

Google Ads and Bing Certified with proficient skills and experience in paid and organic search, lead generation, analytics, paid social advertising, landing page optimization, and creative work. Out-of-the-box problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills (verbal/written).

**EXPERIENCE**

**Partner & Marketing Manager**[**EVE Repair Shop**](https://www.everepairshop.com/)|(Electrical Vehicle Engineering) |Silver Spring, MD (DMV Area) | Apr 2024 – Present

* Built out new Google Ads Campaigns utilizing proper account structure and best practices. Conducted competitive keyword research, implemented proper organization of ad groups, proper keyword match types, negative keywords, device segmentation, and ad extensions.
* Audited existing Google Ads Campaigns to find problems and optimize performance. Restructured ad groups, keywords, bids, and ad copy to adhere to Google best practices.
* Spoke to customers to understand their challenges, desires, unique selling proposition, market position, manage expectations and create custom strategy.
* Analyzed Matched Search Queries to discover new keyword ideas and find negative keywords to decrease irrelevant traffic.
* Optimized bids, ad copy, and landing pages to improve overall campaign performance
* Conducted A/B Split Testing of Landing Pages to optimize conversions.
* Used Analytics to Assess Visitor Behavior and Make Adjustments to Paid Campaigns
* Optimized Landing Pages to improve Ad Quality Scores and Ad Rank

**FREELANCE**

* Built a modern, fast, mobile-responsive website from scratch
* Set up a full marketing and tracking stack (GA4, GTM, etc.)
* Improve visibility in search engines through on-page SEO
* Convert visitors into leads through smart UX and messaging
* Sample [Google Ads Structure Spreadsheet](https://docs.google.com/spreadsheets/d/111K8ErCSoFv42edICUq5K4Nj-QNxQUTra49k0esykSA/edit?usp=sharing) via Google Drive

**PREVIOUS JOB**

**Concrete Linesman |** PJ Rach Inc, Baltimore, MD | Feb 2022– June 2024

* Schematic reading of ground layout and stakes.
* Running guide lines for accuracy and for concrete machines.

**Department Lead (Dairy) |** Safeway, Frisco, CO| Nov 2017 – June 2021

* Inventory tracking and ordering.
* Maintaining department cleanliness and product availability.
* Provide professional customer service and answer questions about products.

**EDUCATION**

**Colorado Mountain College** Breckenridge, CO

HSE/GED

**SOFTWARE & SKILLS**

Google Ads, Google Analytics, Facebook Ads, Google Ads Editor, Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Google Sheets, Website Development.