

# Edward Austin-Pugh

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Seasoned SEM Manager with 13+ years of experience driving ROI through advanced PPC, SEO, and analytics strategies. Deep expertise in Google Ads, including high-performing Discovery campaigns that expand reach and drive conversions across YouTube, Gmail, and the Discover feed. Proven success in search engine optimization and programmatic media buying. Skilled in omnichannel ad buying on Facebook, TikTok, Instagram, and Hulu—consistently achieving strong ROAS. Proficient in leveraging AI automation and API integrations to optimize workflows and campaign performance at scale.

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## EDUCATION

**San Francisco State University**, San Francisco, CA

Bachelor of Science, Business Administration Concentration Marketing,

**Member** of the San Francisco State University Marketing Association

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## WORK EXPERIENCE

**Unify Node** Santa Monica, CA (Digital AI Automation Marketing & Tech Agency)

**SEM Automation Manager**

April 2022 – Present

### Duties:

- Managed full lifecycle of PPC campaigns (Google Ads, Bing) including budget allocation, bidding strategies, keyword targeting, and ad copy optimization
- Analyzed performance metrics (CTR, CPC, CPA, ROAS) using Google Analytics, Looker Studio, and native ad platforms to drive continuous campaign improvement
- Implemented SEM automation using scripts, SA360, and API integrations to scale campaigns and reduce manual effort
- Conducted keyword research, competitor analysis, and audience segmentation to develop strategic, growth-focused ad campaigns
- Leveraged tools like SEMrush, Google Keyword Planner, and Ads Editor to optimize performance and uncover new opportunities
- Set up advanced conversion tracking and attribution via Google Tag Manager, UTM parameters, and CRM integrations for clients
- Collaborated cross-functionally with marketing, sales, and analytics teams to align paid search efforts with overall business goals
- Demonstrated strong problem-solving, adaptability, and leadership skills in fast-paced, results-driven environments

**Combo5 Media** Agoura Hills, CA (Digital Marketing & Tech Agency)

**SEM Manager**

September 2019 – February 2022

### Duties:

- Research and execute mobile & desktop media buys with various advertising vendors
- Plan, develop, and implement SEO strategies.
- Work towards organic search optimization and ROI maximization.
- Oversaw the integration of AI automation tools
- Create and manage tracking parameters in Google Analytics
- Ensure that ad sources maintain the minimum acceptable ROI metrics/goals
- Work with the internal software development department to create analytical tools in CRM
- Built and maintained Looker Studio and Tableau Analytics data for presentation and reporting

**VS Media Inc.** Westlake Village, CA (Live Web Communication)

**Media Buying Manager**

June 2013 – July 2018

### Duties:

- Research and execute mobile & desktop media buys with various advertising vendors
- Negotiate pricing and acquire inventory on a CPA, CPM, CPC and CPL basis for banners, email, pop-up and other direct response inventory
- Managed all aspects of our programmatic media buying through various RTB platforms
- Manage and optimize all aspects of the PPC campaigns on both Tier 1 and Tier 2 search networks
- Create and manage tracking parameters in Google Analytics and the internal ad server
- Ensure that sources maintain the minimum acceptable ROI metrics/goals

**20<sup>th</sup> Century Fox Studios (Home Entertainment Global Marketing Partnerships)** Century City, CA  
(Entertainment Studio)

**Marketing Specialist (Contract)**

October 2012 – December 2012

**Duties:**

- Created promotional pitch decks and release date charts
- Reviewed contract agreements for promotional partners
- Work with various in-house post production departments and creative teams to develop custom marketing assets
- Creating POVs on strategies for potential partnerships
- Uploading movie trailers and posters to Fox Promo Partners (FTP) sites
- Worked with digital partners and agencies to ensure digital campaigns were launched on schedule
- Checking partner sites and product packaging to make sure the packaging and creative designs adhere to the contractual agreement
- Presented competitive analysis reports during strategic review sessions
- Develop case studies for presentation to upper management

**KSL Media** Encino, CA (Advertising Media Agency)

**Assistant Media Planner**

May 2011 – July 2012

**Duties:**

- Responsible for the development and execution of the media strategy (i.e. digital, TV, radio, OOH)
- Research target audience, television viewing, radio listening, online habits and lifestyles
- Analyze competitive spending data, SWOT Analysis, Brand Awareness and Effectiveness
- Built strong relationships with local and national broadcast vendors, creative teams, researchers and others members of the advertising team
- Develop and manage the digital campaign which includes pulling ComScore reports, sending RFPs to digital vendors, digital trafficking through the Media Mind ad server and creating digital pacing reports
- Communicated with client and account executives in order to understand client's needs and expectations
- Create, develop and execute promotions throughout the campaign with the media partners
- Worked in conjunction with Finance team on billing and invoicing to maintain consistent process and assist in keeping abreast of all invoice, billing and delivery issues
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**COMPUTER SKILLS/TECHINCAL SKILLS**

- Looker Studio, Microsoft Word, Excel, PowerPoint, Access, Atlas, Tableau, Monday.com, HubSpot, Slack, Google Analytics, Media Mind, Simmons/Experian, Nielsen Advviews, Media Tools, comScore,, CRM system(s), MySQL databases, Dreamweaver, inDesign, Photoshop, After Effects, Lightwave 3d, Cinema 4D, Illustrator, Routers, Servers (Ubuntu), DaVinci Resolve, HTML, PHP, JavaScript, CSS, API integration, Webhooks, AI Automation
- IP addresses, broadcasting, web design, video caption & editing, DNS management, SMTP Sever