

Carlos Carrero

SENIOR PPC MANAGER
GOOGLE ADS · BING ADS · DV360

CONTACT

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CORE PLATFORMS

Google Ads

Search · PMax · Shopping · YouTube · Demand Gen

Microsoft Ads (Bing)

Search · PMax · Shopping · Audience

DV360

Display · YouTube · CTV · Programmatic

Secondary

Meta Ads · LinkedIn Ads

TECHNICAL

Python · Google Ads API · Bing Ads SDK · GAQL · SQL · GA4 Data API · Shopify GraphQL · Git

ANALYTICS & TOOLS

GA4 · Google Tag Manager · Tableau · Looker Studio · SuperMetrics · Redash · Shopify · HubSpot CRM

LANGUAGES

Spanish ●●●●●
English ●●●●○
German ●●●●○

INDUSTRIES

D2C E-commerce · Beauty & Apparel · B2B Lead Gen · Education · Real Estate

PROFILE

Senior performance marketer with **9+ years** driving measurable growth across **Google Ads, Microsoft Ads, and DV360**. Proven track record scaling D2C revenue (+20% YoY) and managing \$7M+ annual budgets across Search, PMax, Shopping, YouTube, and programmatic channels. Combines deep platform expertise with Python-based automation on the Google Ads API, Bing Ads SDK, and CDP data pipelines. Trilingual (ES / EN / DE).

EXPERIENCE

Growth Marketer Lead · **Trafilea**

Mar 2025 — Present

Remote · United States market

- ▶ Lead paid media strategy for Trafilea's D2C beauty & apparel portfolio (Shapermint, Truekind, The Spa Dr) across Google Ads, Microsoft Ads, and DV360.
- ▶ Scaled The Spa Dr's revenue by **+20% YoY** and improved monthly ROAS from 1.2x to **3.4x** through brand/non-brand segmentation, asset-group isolation, and bidding-strategy optimization.
- ▶ Built Python automation on Google Ads & Bing Ads APIs — daily reporting, search-term negative mining, budget pacing, and brand Impression Share optimization.
- ▶ Standardized WoW reporting pipeline across 10 channels using CDP as single source of truth, eliminating attribution discrepancies between Tableau and platform data.

SEM Senior Specialist · **Open English**

Jul 2022 — Mar 2025

United States & LATAM

- ▶ Owned Google Ads and DV360 strategy across LATAM + US markets, managing **\$600K/month** (\$7.2M annual) across Search, PMax, Demand Gen, YouTube, and CTV.
- ▶ Delivered **-13% YoY CPA reduction** by restructuring account architecture and migrating legacy campaigns to Smart Bidding at scale.
- ▶ Built and scaled the YouTube demand-generation funnel — **~25% of total paid enrollments** at a healthy **\$35 CPA**.
- ▶ Led DV360 display, YouTube, and CTV programmatic campaigns for upper-funnel awareness and audience expansion.

Senior Traffic Manager · **Blue Unicorn**

Apr 2021 — Jun 2022

Florida, United States

- ▶ Drove US Shopify e-commerce performance via Google Ads and Meta Ads, achieving **3.5x ROAS** on ~\$60K monthly spend.
- ▶ Built SMS / email / Messenger automation flows that lifted returning-customer revenue by **~18%**.
- ▶ Owned full-funnel analytics and conversion-tracking stack (GA4, GTM, Shopify).

Paid Media Manager · **Julius (Digital Agency)**

Feb 2019 — May 2021

Antioquia, Colombia

- ▶ Managed paid media across Google, Meta, LinkedIn, and Twitter Ads for a portfolio of e-commerce and B2B lead-gen clients.
- ▶ Led junior media-buyer training and contributed to commercial proposals for new retainer wins.
- ▶ Built Looker Studio dashboards to standardize client reporting across accounts.

EARLIER EXPERIENCE

IGB Colombia — Digital Marketing Manager (2018) · **Cilab Digital** — Digital Marketing Lead (2017–18) · **Focus Group Latam** — Digital Strategist (2017) · **Codex Agency** — Business Development Manager (2016–17) · **Gradiweb** — Business Developer (2016).