

Darius Coleman

Media Buyer

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Summary

Media buyer with 4 years buying paid social, search, radio and YouTube for direct-to-consumer and local brands. Manages \$650K a month in spend across Meta Ads Manager and Google Ads, holds a blended ROAS of 3.4, and sets up pixels and conversion events so every CPA is measured.

Experience

Media Buyer

Biscayne Growth Partners — Miami, FL — 03/2023 - Present

Performance marketing agency for 20 direct-to-consumer brands.

- Buy **\$650K** a month in Meta, Google Ads and YouTube media for 6 apparel, supplement and home brands.
- Test 40 new ad creatives a month in Meta Ads Manager, cutting average CPA from \$42 to \$31 in 2025.
- Verify pixels and conversion events with client developers, recovering 18% of purchases missing from reports.
- Allocate budget daily between paid search, social and YouTube by ROAS, holding a blended return of 3.4.

Junior Media Buyer

Brickell Digital — Miami, FL — 06/2021 - 02/2023

Local media agency for auto dealers, law firms and home services.

- Bought \$120K a month in local radio, digital display and paid search for 9 car dealers and law firms.
- Negotiated added-value spots with 12 radio stations, earning \$85K in bonus inventory during 2022.
- Built weekly spend and lead reports in Excel for 3 account managers and their clients.
- Researched station ratings and audience data to rank 20 local outlets by cost per lead.

Education

Bachelor of Business Administration

Florida International University

Marketing

Miami, FL

05/2021

Skills

Media Buying	—	Meta Ads Manager	—	Google Ads	—	YouTube
CPA	—	ROAS	—	Pixels	—	Paid Search
Negotiation	—	Analytical Skills				

Certificates

Meta Certified Media Buying Professional

Meta Blueprint

04/2024

Google Ads Search Certification

Google Skillshop

08/2023