

Jason Whitfield

Paid Media Manager

Paid media manager with 7 years in paid search and paid social, now running a \$6M annual program for an outdoor gear retailer. Owns strategy across Google Ads, Microsoft Ads, Meta and TikTok, rebuilt conversion tracking in Google Tag Manager, and grew paid media revenue 34% in 2025.

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EXPERIENCE

Paid Media Manager

03/2022 - Present

Summit Ridge Outfitters

Denver, CO

Outdoor gear retailer with 40 stores and \$300M in online sales.

- Own a \$6M annual paid media budget across Google Ads, Microsoft Ads, Meta Ads Manager and TikTok.
- Rebuild conversion tracking in Google Tag Manager and GA4, matching 96% of online orders to ad clicks.
- Grow paid revenue 34% in 2025 through audience targeting, Shopping feed fixes and new Performance Max campaigns.
- Manage 2 specialists and an agency partner, setting weekly optimization priorities and quarterly test plans.

Senior Paid Search Specialist

05/2019 - 02/2022

Larimer Digital

Denver, CO

Search and social agency for retail and travel brands.

- Managed \$250K a month in Google Ads and Microsoft Ads for 10 retail and travel clients.
- Restructured Shopping campaigns for a footwear client, raising ROAS from 4.1 to 5.6 in 6 months.
- Built Google Analytics dashboards that tied paid search to store visits for 3 retailers.

Search Marketing Associate

06/2018 - 04/2019

Mile High Interactive

Denver, CO

Digital marketing agency for local and regional businesses.

- Launched 35 Google Ads search campaigns for dental, legal and home service clients.
- Wrote ad copy and negative keyword lists that cut wasted spend 22% across accounts.
- Compiled monthly Excel reports on clicks, calls and leads for 15 clients.



SKILLS

Google Ads

Microsoft Ads

Meta Ads Manager

TikTok

Google Analytics

Google Tag Manager

Conversion Tracking

Audience Targeting

Optimization

Excel



EDUCATION

Bachelor of Science

05/2018

University of Colorado
Boulder

Boulder, CO

Marketing



CERTIFICATES

Google Ads Shopping Certification

05/2024

Google Skillshop