

Emily Larsen

Paid Media Specialist

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SUMMARY

Paid media specialist with 3 years running Google Ads, LinkedIn and Meta Ads campaigns for B2B software, university and credit union clients. Manages \$180K a month in paid search and paid social, builds GA4 and Google Sheets reporting, and cut cost per lead 27% in 2025 through bid and audience testing.

EXPERIENCE

Paid Media Specialist

08/2023 - Present

North Loop Digital

Minneapolis, MN

Digital marketing agency with 60 B2B and education clients.

- Manage **\$180K** a month across Google Ads, LinkedIn and Meta Ads for 11 B2B software and university clients.
- Build paid search campaigns with 2,000 keywords and tight ad groups, raising average Quality Score from 5 to 7.
- Report weekly results in GA4 and Google Sheets, tying spend to 1,400 leads a month by campaign and audience.
- Test bids, audiences and ad copy on LinkedIn, cutting cost per lead 27% for 4 software clients.

Digital Marketing Coordinator

06/2022 - 07/2023

Stone Arch Credit Union

St. Paul, MN

Credit union with 12 branches and 85,000 members.

- Ran Google Ads campaigns for auto loans and mortgages on a \$15K monthly budget.
- Built Excel reports on leads, applications and funded loans for the marketing director each month.
- Updated 40 landing pages with A/B tests that raised loan form completion 19%.
- Wrote email and social copy for 6 product campaigns a year with the compliance team.

SKILLS

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|----------------|-----------------|------------------------|
| • Google Ads | • GA4 | • Communication Skills |
| • Paid Search | • Google Sheets | • Analytical Skills |
| • LinkedIn Ads | • Excel | |
| • Meta Ads | • A/B Testing | |

EDUCATION

Bachelor of Arts

05/2022

University of St. Thomas

St. Paul, MN

Marketing

CERTIFICATES

Google Ads Search Certification

10/2023

Google Skillshop

Google Analytics Certification

03/2024

Google Skillshop