ETHAN CALDWELL

PAID SOCIAL MANAGER

CONTACT

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Denver, CO

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SKILLS

- Meta Ads Manager
- TikTok Ads Manager
- Snapchat Ads
- Pinterest Ads
- A/B Testing
- Google Analytics 4
- Looker Studio
- Excel
- Budget Pacing
- Attention to Detail

EDUCATION

Bachelor of Science

05/2021

University of Colorado Boulder

Boulder, CO

Business Administration, Marketing

CERTIFICATES

Meta Certified Media Buying Professional

09/2024

Meta

SUMMARY

Paid social manager with 5 years of agency media buying across Meta, TikTok, Snapchat and Pinterest for e-commerce and subscription brands. Manages $650K a month in spend in Meta Ads Manager and TikTok Ads Manager, runs A/B testing on creative and audiences, and reports revenue from Google Analytics 4.

EXPERIENCE

Paid Social Manager

02/2024 - Present

Mile High Growth Partners — Denver, CO

Performance marketing agency serving 30 direct-to-consumer brands.

- Manage $650K in monthly paid social spend for 9 e-commerce clients across Meta, TikTok and Snapchat.
- Raised blended ROAS from 2.1 to **3.4** for a skincare client by rebuilding Meta Ads Manager campaigns.
- Plan A/B testing of 30 creative variants a month and pause losing ads within 7 days.
- Built Looker Studio dashboards linking ad spend to Google Analytics 4 revenue for weekly client calls.

Paid Social Specialist

06/2021 - 01/2024

Cherry Creek Digital — Denver, CO

Digital agency focused on retail and lead generation clients.

- Launched Pinterest Ads and Snapchat Ads campaigns for 6 retail clients, cutting CPA **27%**.
- Set up pixels, conversion events and UTMs with attention to detail before every launch.
- Adjusted bids and budgets daily in Excel pacing sheets, keeping 98% of accounts within 3% of budget.
- Tested lookalike and retargeting audiences that lowered cost per lead from $48 to $31.