

Alicia Brooks

Senior Media Buyer

 Austin, TX  (512) 555-0139  alicia.brooks@email.com  linkedin.com/in/aliciabrooks

SUMMARY

Senior media buyer with 7 years buying paid social and search for consumer apps and e-commerce brands. Manages \$2.1M a month across Meta Ads Manager, Google Ads and TikTok, leads a team of 3 buyers, and scaled a fintech app from \$200K to \$900K in monthly spend at a steady CPA.

SKILLS

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|--------------------|----------------|---------------------|
| • Google Ads | • Media Buying | • Bid Strategy |
| • Meta Ads Manager | • ROAS | • Creative Testing |
| • TikTok | • CPA | • Analytical Skills |

EXPERIENCE

Senior Media Buyer 01/2022 - Present
Congress Avenue Performance Austin, TX

Performance agency for 15 consumer app and e-commerce brands.

- Manage **\$2.1M** a month in Meta Ads Manager, Google Ads and TikTok spend for 5 app and e-commerce clients.
- Scale a fintech app from \$200K to \$900K in monthly spend while holding cost per install within 8% of target.
- Lead 3 media buyers, reviewing account structure, bid strategy and creative testing in weekly sessions.
- Analyze cohort and ROAS data with client analytics teams, moving 20% of budget to TikTok in 2024.

Media Buyer 05/2019 - 12/2021
Barton Springs Digital Austin, TX

Digital agency for direct-to-consumer and e-commerce brands.

- Bought \$400K a month in Meta and Google Ads for 8 e-commerce brands, averaging a 3.1 ROAS.
- Launched the agency's first TikTok campaigns in 2020, reaching a \$45 CPA for a skincare client.
- Built Google Ads rules and scripts that cut daily budget checks from 2 hours to 20 minutes.

Digital Marketing Assistant 06/2018 - 04/2019
Hill Country Outfitters San Marcos, TX

Outdoor apparel retailer with 4 stores and an online shop.

- Ran Facebook and Instagram ads on a \$6K monthly budget for the online shop.
- Tracked online orders by campaign in Excel, reporting weekly sales to the owner.
- Wrote product listings and email promotions for 300 items.

EDUCATION

Bachelor of Business Administration

Texas State University

Marketing

San Marcos, TX

05/2018

CERTIFICATES

Meta Certified Media Buying Professional 06/2022
Meta Blueprint