

KENNETH M. VIOLA

MEDIA BUYER | MARKETING
ANALYST FOR E-COMMERCE

PROFILE

Helping 6-7 Figure E-commerce brands
scale through Facebook & Instagram
Advertising

SKILLS

- Shopify
- WordPress
- Business Manager
- Ad Copywriting
- Google Analytics
- Google Sheets
- Google Data Studio
- Facebook Shop
- Instagram Shop
- Pixel Installation & Troubleshooting
- CAPI Setup
- AEM Setup
- Budget Allocation
- A/B Testing
- Campaign Scaling

CONTACT

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WORK EXPERIENCE

FREEEUP, MEDIA BUYER CONTRACTOR

MAY 2018 - PRESENT

- Setup Google Analytics for Post IOS 14 update for better tracking
- Setup Pixel for E-commerce websites i.e Shopify
- Market Research for Custom Audiences needed for Ad Campaigns
- A/B Split Testing of Copy, Creative, and Audiences
- Able to maintain a healthy ROAS post-IO 14 update and managed BFCM Campaigns with great results

R.NICHOLS, MEDIA BUYER

JULY 2020 - JANUARY 2021

- Responsible for transitioning R.Nichols from a Local Business into an E-commerce company
- Managed Ad Budget of \$15000/month
- Average ROAS of 3.14x

METALBIRD, JUNIOR MEDIA BUYER

OCTOBER 2020 - DECEMBER 2020

- Responsible for launching campaigns in multiple regions (CA, US, UK, and NZ)
- Also managed their Pinterest Ads
- Average ROAS 5x-6x
- Responsible for Monthly Budget Allocation of over \$100K

BRANDS I'VE WORKED WITH

logitech  METALBIRD



R. NICHOLS™
Live Joy ☀ Give Joy




Orabella

Pretty Secret

LifeStrong
Hairfix

NutriXpert

TRB®

DermAid®

RADIANCE C®
VITAMIN C PLUS

Chummy
Baby



ADS MANAGER CLIENT (GIFT NICHE)

November - December 2020

Campaigns Updated just now Discard Drafts Review and Publish

Search Campaign Name contains NZ

Columns: Custom

Campaign Name	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Website Purchase ROAS (Return on Ad Spend)
	Lowest cost	\$300.00 Daily	563 Purchases	8,654	162,846	\$5.59 Per Purchase	\$3,148.53	Ongoing	1,228	563	—	24.20
	Lowest cost	\$2,300.00 Daily	1,737 Purchases	605,944	2,012,613	\$14.80 Per Purchase	\$25,700.26	Ongoing	17,964	1,737	—	10.06
	Lowest cost	\$950.00 Daily	949 Purchases	67,279	308,169	\$7.93 Per Purchase	\$7,520.99	Ongoing	3,282	949	—	18.42
	Lowest cost	\$1,000.00 Daily	1,280 Purchases	52,046	102,041	\$1.84 Per Purchase	\$2,361.42	Ongoing	2,679	1,280	—	89.21
	Lowest cost	\$100.00 Daily	165 Purchases	8,042	33,101	\$2.72 Per Purchase	\$448.36	Nov 8, 2020	479	165	—	51.13
Results from 5 campaigns				642,550 People	2,618,770 Total	—	\$39,179.56 Total Spent		25,632 Total	4,694 Total	— Total	18.04 Average

Campaigns Updated just now Discard Drafts Review and Publish

Search Campaign Name contains US

Columns: Glass Elephant

Campaign Name	Unique Landing Page Views	Cost per Unique Landing	Unique Content Views	Cost per Unique Content View	Video Average Play Time	Unique Adds to Cart	Cost per Unique Add to Cart	Unique Purchases	Cost per Unique Purchase	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)		
	2,124	\$7.08	1,184	\$12.70	00:03	674	\$22.30	471	\$31.91	\$15,031.00	\$59,394.31	3.95		
	10,120	\$4.89	4,796	\$10.32	00:06	1,981	\$24.98	1,596	\$31.00	\$49,480.35	\$167,210.51	3.38		
	52,416	\$2.54	14,248	\$9.33	00:06	3,998	\$33.24	3,420	\$38.86	\$132,892.45	\$347,732.15	2.62		
	43,408	\$1.87	13,968	\$5.81	00:07	4,236	\$19.16	2,840	\$28.58	\$81,161.55	\$286,463.42	3.53		
	49,136	\$2.65	12,608	\$10.33	00:06	3,704	\$35.15	3,356	\$38.80	\$130,202.10	\$371,548.29	2.85		
	12,168	\$3.60	4,940	\$8.88	00:04	1,882	\$23.31	1,619	\$27.09	\$43,861.08	\$163,951.04	3.74		
	3,852	\$5.19	3,896	\$5.13	00:03	1,615	\$12.37	1,452	\$13.76	\$19,980.00	\$141,815.64	7.10		
	951	\$4.81	461	\$9.92	—	261	\$17.52	213	\$21.47	\$4,572.73	\$15,991.85	3.50		
	354	\$1.27	341	\$1.32	—	5	\$89.85	4	\$112.32	\$449.27	\$397.71	0.89		
	506	\$3.32	62	\$27.12	00:04	15	\$112.09	21	\$80.06	\$1,681.32	\$2,027.30	1.21		
	2,376	\$3.29	1,134	\$6.88	—	479	\$16.30	410	\$19.04	\$7,807.31	\$41,019.18	5.25		
	—	—	—	—	—	—	—	—	—	—	\$0.00	—		
	15,296	\$0.22	2,881	\$1.15	00:15	175	\$18.85	51	\$64.69	\$3,299.37	\$5,126.17	1.55		
Results from 35 campaigns			179,008 Total	\$2.76 Per Action	54,016 Total	\$9.16 Per Action	00:07 Average	17,664 Total	\$28.00 Per Action	15,168 Total	\$32.61 Per Action	\$494,567.52 Total Spent	\$1,609,257.03 Total	3.25 Average

Campaigns Updated just now Discard Drafts Review and Publish

Search Campaign Name contains CA

Columns: Glass Elephant

Campaign Name	Unique Landing Page Views	Cost per Unique Landing	Unique Content Views	Cost per Unique Content View	Video Average Play Time	Unique Adds to Cart	Cost per Unique Add to Cart	Unique Purchases	Cost per Unique Purchase	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)		
	2,947	\$2.20	1,166	\$5.56	00:06	340	\$19.07	231	\$28.07	\$6,483.54	\$21,331.96	3.29		
	4,330	\$2.13	3,918	\$2.35	—	1,597	\$5.77	1,183	\$7.79	\$9,220.96	\$107,816.81	11.69		
	5,930	\$0.79	1,787	\$2.63	00:28	307	\$15.33	149	\$31.59	\$4,706.20	\$15,945.86	3.39		
	60,832	\$1.74	27,856	\$3.80	00:07	8,416	\$12.57	5,662	\$18.68	\$105,757.13	\$560,493.09	5.30		
	11,176	\$2.42	5,890	\$4.60	00:06	2,378	\$11.39	1,607	\$16.86	\$27,089.11	\$159,426.17	5.89		
	67,776	\$1.58	29,808	\$3.60	00:09	9,172	\$11.69	6,056	\$17.71	\$107,229.37	\$609,949.39	5.69		
	312	\$0.66	299	\$0.69	—	10	\$20.68	2	\$103.41	\$206.81	\$182.52	0.88		
	354	\$1.27	341	\$1.32	—	5	\$89.85	4	\$112.32	\$449.27	\$397.71	0.89		
	99,456	\$0.36	33,616	\$1.05	00:13	4,370	\$8.09	1,440	\$24.54	\$35,337.02	\$142,347.38	4.03		
	323	\$1.11	156	\$2.30	—	57	\$6.30	29	\$12.38	\$359.08	\$2,698.81	7.52		
	566	\$0.39	198	\$1.11	00:17	72	\$3.04	37	\$5.92	\$219.17	\$3,336.18	15.22		
	—	—	—	—	—	—	—	—	—	—	\$0.00	—		
	—	—	—	—	—	—	—	—	—	—	\$0.00	—		
Results from 109 campaigns			229,120 Total	\$1.30 Per Action	95,872 Total	\$3.10 Per Action	00:11 Average	25,040 Total	\$11.86 Per Action	16,400 Total	\$18.11 Per Action	\$297,057.66 Total Spent	\$1,623,925.88 Total	5.47 Average

ADS MANAGER CLIENT (JEWELRY NICHE)

July - September 2021

CTR (Link Click-Through Rate)	Clicks (All)	CTR (All)	CPC (All)	Website Purchases	On-Facebook Purchases	Conversion Rate	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)
1.09%	1,065	3.30%	₱0.90	2	-	0.96%	₱1,598.00	1.67
0.88%	1,926	2.93%	₱1.15	5	-	1.62%	₱4,908.00	2.21
1.57%	3,054	3.26%	₱0.81	5	-	0.90%	₱1,878.00	0.76
1.25%	7,888	4.06%	₱0.99	40	-	1.60%	₱26,592.50	3.41
1.43%	13,094	3.22%	₱0.66	41	-	1.70%	₱35,735.06	5.14
2.49%	27,030	3.41%	₱0.82	93	-	1.51%	₱70,731.55	3.21
Per Impressions	Total	Per Impressions	Per Click	Total	Total	Total	Total	Average

Xa Xavvi Digital

All channels

This month

TOTAL SALES

₱245,481.10

This month

285 orders

TOTAL SALES OVER TIME



TOTAL SALES BREAKDOWN

	This month
Orders	₱247,783.10
Returns	-₱2,302.00
Total sales	₱245,481.10

Xa Xavvi Digital

All channels

Jul 5-Sep 23

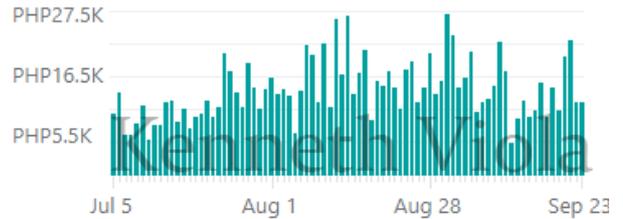
TOTAL SALES

₱1,154,683.85

Jul 5-Sep 23

1,368 orders

TOTAL SALES OVER TIME



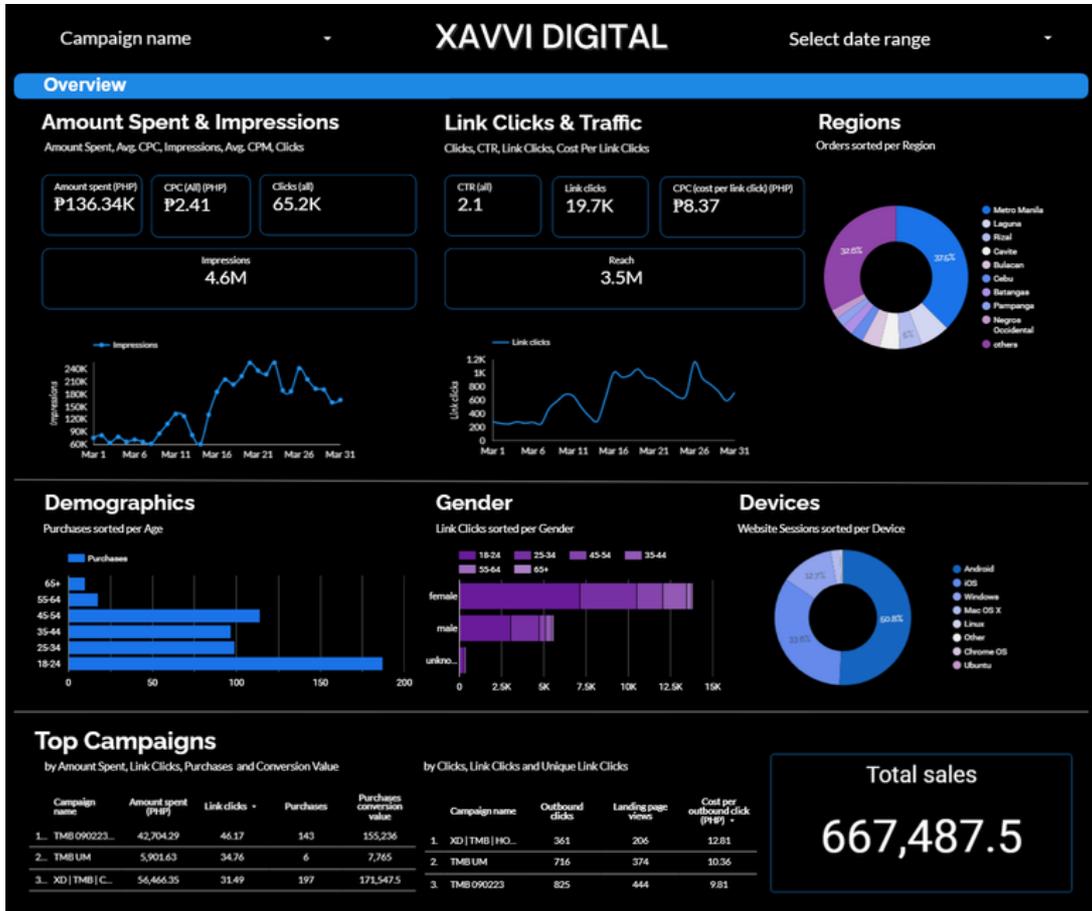
TOTAL SALES BREAKDOWN

	Jul 5-Sep 23
Orders	₱1,164,516.85
Returns	-₱9,833.00
Total sales	₱1,154,683.85

DASHBOARDS

CLIENT (EDUCATION NICHE)

March 2023



DASHBOARDS CLIENT (EDUCATION NICHE)

March 2023

