

Judah Ben Menachem

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Summary:

Certified Paid Media Specialist with over 7 years of B2B tech experience. Demonstrated success in crafting and executing multi-channel strategies to drive business growth, optimize conversions, and achieve impressive ROI. Proficient in analytics, advertising, tag management, and Account-Based Marketing (ABM) platforms. Actively seeking remote opportunities.

Experience:

Contract Paid Media Specialist (B2B)

Contract, Paid Media | Remote (Las Vegas, NV) | 2023 – Present

- Executed ROI-focused SEM campaigns, optimizing conversions and CPL.
- Managed substantial SEM and GPO budgets for maximum ROI.
- Led successful CRO initiatives, resulting in elevated conversion rates.
- Amplified Pardot lead flow by 35%, generating an average ZI revenue of \$5,278,500.
- Implemented 10+ conversions in GA4 to track ROI and optimize bids.
- Utilized behavior flow analytics to enhance user engagement and ROI.
- Leveraged GA4 and 6sense platforms for audience refinement, elevating lead quality.
- Spearheaded Account-Based Marketing (ABM) initiatives, refining target audiences and driving high-quality conversions.
- Presented regular reports and insights, contributing to informed decision-making and strategy adjustments.

Sr. SEM Manager (B2B + B2C)

Patient Pop (Tebra) | Remote (Las Vegas, NV) | 2021 – 2022

- Managed 125+ health clinic accounts, improving conversions by 30%.
- Oversaw SEM campaigns, optimizing performance for a budget exceeding \$500,000.
- Mentored junior team members, recognized as #1 co-worker for 3 consecutive months.

Founder and Marketing Consultant

Dash ROI | Remote | 2020 – Present

- Managed diverse clients from Global Vein Center to B2B SaaS companies.
- Provided SEO and paid media services, resulting in improved traffic value.
- Consulted on closing ratios, CRM setup, and USP development.

Senior Paid Search & Growth Marketing Manager

Melon Local (Wheat Creative) | Las Vegas, NV | 2019 – 2021

- Managed SEM campaigns for State Farm, All State agents, and insurance brokerages, achieving a 40%-50% conversion rate and a high referral rate.
- Oversaw technical SEO efforts for franchise recruitment divisions, including roadmap development for SEO management.
- Demonstrated exceptional performance, resulting in a promotion to Senior Management within one year.

Performance Marketing Manager (B2C + B2B)

Tag Media Group LTD | Tel Aviv, Israel | 2017 – 2019

- Managed and optimized Ecommerce & Lead Gen campaigns.
- Achieved an average of 300% ROI for highly competitive industries.

Jr. SEM Account Manager (B2C)

Algomizer LTD | Tel Aviv, Israel | 2015 – 2017

- Managed 30 client ad accounts in the American SMB market.
- Contributed to customer retention and sales growth.

Education & Certifications:

- ABM Certifications: 6sense, terminus
- Other Certifications: Facebook Blueprint, Bing Ads
- Education: Marketing & Management BA, Seperia College (Israel)
- Webmaster, Guerrilla WordPress 2018 Tel Aviv Israel course

Additional Expertise & Certifications:

- Proven ability to work independently, manage multiple projects simultaneously, and prioritize tasks effectively.
- Experienced with remote work and telecommuting, successfully managing and executing paid media campaigns remotely from Las Vegas, NV.
- Certified in Google Ads, advanced Google Analytics, tag manager, 6sense ABM platform.
- Proficient in Google Ads, Bing, Campaign Manager, SA360, Google Suite.
- Experienced in technical SEO, PPC tools, CMS platforms, WordPress plugins.
- Knowledgeable in scripting languages, SQL, Data Looker Studio.
- Skilled in creating and deploying reports with Google Data Studio.
- Experience with marketing automation tools like HubSpot, Marketo, Pardot.
- Strong communication skills, Udemy marketing teacher with 1500+ students.

Languages:

English: Mother tongue

Hebrew: Mother tongue