

FRED-ERIK SABANAL

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PROFESSIONAL SUMMARY

Performance Marketing Specialist with 5+ years of experience scaling businesses through high-performing Google Ads and Meta Ads campaigns. Expert in technical instrumentation (GTM, GA4, Meta Pixel) and deep funnel analysis to turn paid traffic into measurable growth. Proven track record of engineered 4,000% revenue growth for high-SKU ecommerce and scaling agency portfolios by 3.75x through data-driven optimization and automation.

CORE SKILLS

- **Paid Media Scaling:** Google Ads (Search, Shopping, PMax, Display), Meta Ads (Facebook/Instagram), Remarketing Strategy, Value-Based Bidding (tROAS/tCPA).
- **Technical Tracking & Pixels:** Google Tag Manager (Custom Events, Server-Side), GA4 Configuration, Meta Pixel/CAPI Implementation, Data Layer Optimization.
- **Funnel Analysis & CRO:** Deep Journey Mapping, UI/UX Audits, A/B Testing, Landing Page Optimization (GoHighLevel), Lead Nurture Automation.
- **Data Analysis:** BigQuery/SQL, Looker Studio Dashboards, Multi-Channel Attribution, High-SKU Feed Optimization (Merchant Center).

PROFESSIONAL EXPERIENCE

SENIOR PERFORMANCE MARKETING SPECIALIST | Remote

E-commerce & Lead Gen Growth | 2021 – Present

- **Engineered 4,000% Revenue Growth:** Scaled a 6,000+ SKU catalog through structured Google Shopping and PMax campaigns, backed by surgical GTM/GA4 tracking.
- **Meta Ads Scaling:** Implemented advanced creative testing frameworks and audience signal refinement for Meta Ads, consistently improving ROAS across ecommerce accounts.
- **Lead Gen Mastery:** Moved stagnant accounts from 10 to 100+ monthly conversions (500% growth) by rebuilding account structures around high-intent search behavior.
- **Technical Instrumentation:** Built 100% accurate attribution systems for high-stakes niches (Health/Insurance), ensuring clean Meta Pixel and GA4 event data for algorithm training.

DIGITAL MARKETING ANALYST | Various Clients

Agency Performance Specialist | 2021 – Present

- **Scaled Agency Portfolio 3.75x:** Optimized tracking and reporting systems to scale from managing 8 to 30+ active accounts without increasing overhead.
- **Funnel Optimization:** Audited user journeys from ad click to conversion, implementing GHM automations that improved lead-to-booking ratios and reduced leakage.
- **Efficiency Turnarounds:** Boosted account-wide efficiency by 48% through a "Performance-First" framework: tightening match types, aggressive negative mining, and bid optimization.
- **Merchant Center Mastery:** Restructured 6,000+ products in Google Merchant Center to capture high-intent demand, reducing wasted spend in high-CPC auctions.

SELECTED IMPACT CASE STUDIES

- **Healthcare Account Scaling:** Achieved +145% lead volume growth with a 54% reduction in Cost-per-Acquisition over 5 months.
- **Ecommerce Feed Optimization:** Restructured product titles for 6,000+ SKUs, resulting in a dramatic lift in Shopping Ads CTR and conversion volume.
- **AI-Assisted Workflows:** Connected Gemini CLI into Google Ads management to cut repetitive analysis tasks and extract insights 2x faster.

EDUCATION

Bachelor of Science in Information Technology

STI College, Philippines

CERTIFICATIONS

- **Google Ads:** Measurement, Search, Display, and Shopping Ads Certifications
- **Analytics:** GA4 & Google Analytics Individual Qualification
- **Data Science:** Google/Coursera Foundations of Data Science
- **Automation:** GoHighLevel Specialist / CRM Automation

TECHNICAL STACK

Google Ads, Meta Ads Manager, Google Tag Manager, GA4, Meta Pixel, Conversions API (CAPI), SQL, BigQuery, Looker Studio, GoHighLevel, Shopify.