

Patrick Waithanji

Freelancer | PPC & Biddable Consultant | Ecommerce Specialist | SEO | SEM | Business Coaching & Mentor

Milton Keynes, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

Languages

Kikuyu (Fluent)

English (Fluent)

Swahili (Fluent)

About

I have great experience in different marketing techniques and technologies gained from commercial work environments and higher education.

SKILLS - Digital Advertising | E commerce.

-PPC management tools including Adwords, Bing, Google Shopping, Bing Shopping, Amazon, Google Analytics, Swydo, Marin, Bing Editor and other 3rd party technologies.

-Social Media Advertising via Facebook, Instagram, Snapchat, LinkedIn and Pinterest

-Web technologies such as Joomla, Wordpress, Mailchimp.

- E-commerce software such as Magento, Big Commerce, Shopify, Woo Commerce, and Prestashop

-Microsoft Office Suite and Adobe products.

-Knowledge of different Industry research software and resources such as TGI and Mintel.

INDUSTRIES I'VE COVERED:

- E commerce
- Travel
- Recruitment Advertising
- Insurance
- Education
- Charities & Third sector

BRANDS WORKED WITH

- Big Rock - Performance Marketing Agency
- Bluw i Limited
- Forward3d
- Greenlight
- Havas
- Havas People
- In Vivo Bva
- iProspect
- Ladbrokes
- Mediacom Uk
- Mindshare
- MullenLowe London
- Penna
- Phd
- Publicis Media
- Rapp
- Siteformarketing.Com
- Techhighstreet - Tech High Street Ltd
- Unibet
- Zenith

Experience

● PPC & Ecommerce Specialist

Techhighstreet - Tech High Street Ltd | Apr 2020 - Now



● PPC and Ecommerce Specialist

iProspect | Nov 2021 - Aug 2022

Strategical development for Paid Search and Shopping campaigns. Executions, Optimisation and Analysis of activity across Google and Bing.

Planning, forecasting, building/restructuring, measuring, optimising and managing budgets for several client accounts

● Search Marketing Specialist

Mediacom Uk | Jun 2021 - Nov 2021

Strategical development for Paid Search campaigns.

Executions, Optimisation and Analysis of activity across Google and Bing.

Planning, forecasting, building/restructuring, measuring, optimising and managing budgets for several client accounts.

Supervision, support and training for PPC Executives within the team.



● **PPC Account Manager**

Zenith | Mar 2021 - May 2021

Strategical development for Paid Search and Shopping campaigns. Executions, Optimisation and Analysis of activity across Google Shopping.

● **PPC Manager**

Phd | Mar 2020 - Mar 2020

Strategical development of Biddable campaigns. Executions, Optimisation, Analysis of activity across SA 360, Google, Bing, Facebook and Instagram.

● **Biddable Consultant**

Big Rock - Performance Marketing Agency | Jan 2020 - Feb 2020

Strategical development for Paid Search and Facebook campaigns. Executions, Optimisation, Analysis of activity across Google, Bing, Facebook and Instagram.



● **PPC Account Manager**

Mindshare | Sep 2019 - Dec 2019

Strategical development for Paid Search and Shopping campaigns. Executions, Optimisation and Analysis of activity across Google, Bing and Amazon.



● **Freelance PPC & Biddable Manager**

Havas People | Jul 2019 - Sep 2019

Managing accounts across Paid search and various Biddable channels such as Facebook, Instagram, LinkedIn, Twitter and Programmatic. Responsibilities also include:

- Planning
- Traffickingads
- Optimising
- Analysingand Reporting
- Trainingother account executives on best practices and advertising policies.



● **Freelance PPC Specialist**

MullenLowe London | Apr 2019 - Jun 2019

Overseeing team processes and execution for campaigns Creating structures for campaigns Providing training, development and support for stakeholders as well as junior team members.

● **Freelance PPC & Biddable Consultant**

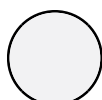
Siteformarketing.Com | Mar 2019 - Apr 2019

● **PPC & Biddable Contractor**

Havas | Jul 2018 - Mar 2019

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- Optimising
- Analysingand Reporting
- Trainingother account executives on best practices and advertising policies.



● **Freelance PPC and Biddable Manager**

Publicis Media | Apr 2018 - Jun 2018

Creating strategies for campaigns Overseeing team processes and execution for campaigns Creating structures for campaigns Providing training, development and support for stakeholders as well as junior team members.

- **Freelance PPC & Biddable Manager**

Siteformarketing.Com | Feb 2018 - Apr 2018

RECENT WORK Havas

- **PPC & Biddable Contractor**

Havas | Sep 2017 - Feb 2018

Managing accounts across Paid search and various Biddable channels such as Facebook, Instagram, Twitter and Programatic. Responsibilities also include:

- Planning
- Traffickingads
- Optimising
- Analysingand Reporting
- Trainingother account executives on best practices and advertising poli-cies.

- **PPC Executive**

Penna | Jun 2015 - Mar 2017

1 year 11 months PPC Executive June 2015 - March 2017 (1 year 10 months) London, United Kingdom Providing digital consultancy ser-vices.

- Pickingup briefs.
- Providingstrategies, forecasting, recommendations and executing cam-paigns.
- Analysingand Measuring performance for adjustments to improve re-sults.
- Creatingand restructuring accounts on the large networks. Mainly fo-cusing on PPC activities through
- GoogleSearch and Bing
- GoogleDisplay Network
- PaidSocial activities on
- Facebook
- Twitter
- Linkedin

- **PPC Contractor**

| May 2015 - Jun 2015

Providing digital consultancy services.

- Pickingup briefs.
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- GoogleDisplay Network
- PaidSocial activities on
- Facebook
- Twitter
- Linkedin



- **PPC Executive**

Unibet | Jan 2015 - Mar 2015

- **Digital Manager**

| Jan 2014 - May 2015

Managing the digital offering of the Media and Creative Industry Net-working Site. Traffic building Site Manangement Community Manage-ment CMS Management Affiliate Marketing Social Media Marketing Con-tent Writing Network Moderation

- **PPC Executive**

Rapp | Jul 2013 - Dec 2014

- **Trainee PPC Analyst**

Forward3d | Nov 2012 - May 2013

Working on Paid Search. Client contact

- **Digital and Social Media Intern**

Greenlight | Aug 2012 - Sep 2012

Responsible for helping the Social Media (SM) team in the creation, management and development of SM strategies for Greenlight's extensive client base. This role reports directly to the Director of Social Media with responsibility for working with the SM team helping the team co-ordinate delivery of SM services with the relevant client and internal teams. Clients on my Account currently include New Look and TalkmobileUK. Responsibilities: Supporting the preparation of SM pitches, ensuring customer acquisition and supporting monetization. Supporting the development of partnerships with clients and establishing oneself as a trusted source of new media insight and knowledge Presenting and serving as a representative of Greenlight at conferences, tradeshow, webinars, and other external facing events Acting as an advocate of adoption of SM within the Company, influencing overall site and business strategies. Monitoring trends in online community tools, applications, and usage. An active company blogger and creating content for Greenlight's internal SM properties. Supporting the development of SM strategies, campaigns, and content- both long term and ad hoc.



- **Online and Social Media Marketing Intern**

Bluw i Limited | Aug 2011 - Nov 2011

Social Media management and Online Marketing assistant Link building Responsible for various client Accounts Facebook & Twitter management Article, content creation, writing and management Blog management The Clare Foundation, a registered charity helping other charities be more efficient and effective.

- **Marketing Assistant Intern**

| Jun 2011 - Jul 2011

High Wycombe Researching Charities. Compiling databases. Updating current databases. Keeping up to date with industry news. Regularly updating with current trends.



- **Head Office Support Agent**

Ladbrokes | Feb 2010 - Aug 2012

Dealing with client queries. Representing Ladbrokes in a professional and efficient manner. Opening new and Updating client accounts. Handling administrative tasks in regards to accounts.

- **Market Researcher**

In Vivo Bva | Oct 2010 - May 2011

Consumer Observation Market researcher Interviewing consumers Customer Service.