

Gabriel Perea

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Senior Performance Marketing Strategist · 10+ years experience · \$1M+/month managed since 2020

Performance marketing leader with 10+ years of experience driving paid media strategy, campaign operations, and marketing automation for franchise networks, national brands, and DTC e-commerce. Deep expertise in Google Search, Performance Max, cross-channel media planning, and building scalable systems that reduce manual workload and improve team output. Proven track record managing \$1M+ in monthly ad spend, mentoring junior team members, and partnering with stakeholders across account management, creative, and leadership to deliver measurable business outcomes.

WORK EXPERIENCE

Sr. Paid Search Strategist · Over the Top Marketing

Remote · Jul 2022 – Present (Promoted Jan 2026)

- Cut campaign deployment time by 60% by engineering a custom Campaign Builder system that auto-generated 100+ campaigns, keywords, and RSAs at scale across multi-location franchise accounts.
- Built a URL QA script that validates campaign-to-location mapping across hundreds of paid media campaigns, catching misdirected traffic errors before they impact lead quality or cost efficiency.
- Built a budget recommendation calculator that evaluates lost impression share and performance benchmarks to determine whether a budget increase is warranted, then automatically creates an assigned task in Monday.com with a ready-to-send script for the account manager, reducing manual reporting overhead across the team.
- Designed and executed advanced testing roadmaps across ad creative, bidding strategies, audiences, and landing pages, converting winning tests into repeatable performance marketing frameworks adopted department-wide.
- Mentored junior team members and led internal training sessions covering tCPA strategy, conversion tracking, Google Tag Manager, JavaScript for paid search, and budget forecasting, improving team capability and reducing escalations.
- Uncovered a cross-channel efficiency signal showing that Social campaign activity correlates with an 8% increase in new customer leads and a 6% reduction in Search CPL, surfaced through original analysis presented to leadership to inform cross-channel media planning decisions.
- Rebuilt paid media structure for a national wireless retail franchise, reducing CPL by 27%, growing leads per location 107% YoY, and driving an additional 22% YoY increase in leads the following quarter, demonstrating sustained improvement across multiple performance cycles.
- Rebuilt Search and PMax structure for a national chiropractic franchise, growing leads per clinic 23% in 3 months (~20 to ~24.6) and driving platform CPL to \$25.67, 55% below the Physicians & Surgeons industry benchmark of \$56.83.
- Diagnosed and resolved a conversion tracking failure across a 400-campaign Bing account for a national franchise, restoring tCPA optimization capability and scaling monthly budget pacing from ~10% to ~50%, an issue that had gone unresolved through multiple prior escalation attempts.
- Improved CPL 12% YoY in Q3 (\$37.73 to \$33.24) and 16% YoY in Q4 (\$41.82 to \$35.10) for a national beauty franchise, sustaining efficiency gains despite declining budgets and reduced location count.
- Launched and managed paid media for a boutique fitness franchise from zero, achieving a \$20.80 average platform CPL over the first 6 months, 67% below the Health & Fitness industry benchmark of \$62.80, while growing lead volume and new guest counts month-over-month.

Founder / Digital Marketing Consultant · Independent Practice

Remote · Jul 2013 – Present

- Scaled a high-end custom jewelry brand from under 5K to 100K+ monthly visitors by executing a full site rebuild and content strategy, generating 95K+ net-new monthly visitors and doubling lead volume.
- Delivered SEO, SEM, and performance marketing engagements for 25+ SMBs and nonprofits across North America and Europe, spanning media planning, campaign management, analytics, and CRO.
- Conducted 50+ in-depth SEO audits using Google Search Console, Ahrefs, Screaming Frog, Whitespark, and Yext.
- Built Looker Studio dashboards tracking ROI, channel performance, and lead funnel efficiency for stakeholder reporting.

Digital Marketing Manager (Contract) · Gold Medal Wine Club & Craft Beer Club

Santa Barbara, CA (Hybrid) · Aug 2020 – Feb 2023

- Increased online orders by 134%, reduced CPA by 40%, and improved ROAS by 65% by managing and optimizing Google Ads (Search, Performance Max, Shopping) and Meta campaigns for two national subscription brands.
- Improved product feed health and delivery through advanced Merchant Center optimizations aligned with seasonal promotions and product launches.

Search Marketing Specialist (Full-time) · Yardi

Remote · Feb 2021 – Sep 2021

- Managed a \$1M book of business across nine enterprise clients and 70 properties, delivering strategic optimization and stakeholder reporting in client-facing meetings with mid-market and enterprise accounts.

CORE COMPETENCIES & TOOLS

Paid Media: Google Ads (Search), Performance Max, Microsoft Ads, Meta Ads, LinkedIn Ads, Google Merchant Center

Analytics & Automation: GA4, Google Tag Manager, Looker Studio, Optmyzr, Make (Integromat), Monday.com, CRO Testing, JavaScript (Ads Scripts)

SEO & Content: Ahrefs, SEMrush, Screaming Frog, Whitespark, Yext, WordPress

Specialties: Performance Marketing, Paid Media Operations, Cross-Channel Media Planning, Marketing Automation, Campaign Operations, Demand Generation, Attribution Modeling, A/B Testing, Budget Management, Forecasting, Stakeholder Management, Team Leadership

EDUCATION

BA, Psychology · Cal State University, Long Beach

AS, Criminology · Santa Barbara City College

CERTIFICATIONS

Google Ads Search Certified · CXL Certified in Conversion Rate Optimization (CRO) · Blue Array Certified SEO Manager & Technical SEO Specialist