

ADRIAN BENEDICT BAUA

SENIOR MEDIA BUYER & PERFORMANCE MARKETING STRATEGIST

Biñan, Laguna, Philippines
Open to Remote & Global Roles

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CORE COMPETENCIES

- Paid Media Strategy & Campaign Scaling
- ROAS, CPA, CPC & CPM Optimization
- Audience Research & Targeting
- A/B Testing & Experimentation
- Funnel Strategy & Conversion Optimization
- Creative Strategy & Ad Copywriting
- Data Analysis & Performance Reporting
- Pixel Setup, Events & Conversion Tracking
- Budget Management (5-6 Figure Monthly)
- E-commerce & Lead Generation Campaigns
- Cross-Functional Collaboration

PLATFORMS & TOOLS

- Meta Ads (Facebook & Instagram)
- Google Ads & YouTube Ads
- Google Analytics & Google Tag Manager
- Meta Pixel & Conversion API
- Canva & Adobe Photoshop
- ChatGPT, Gemini & Asana
- CRM Systems (HubSpot, Zoho, etc.)
- Microsoft Excel & Google Sheets

INDUSTRIES SERVED

- E-commerce & Retail
- Travel & Tourism
- Real Estate
- Financial Services
- Coaching & Consulting
- International Service-Based Brands
- Health & Wellness

KEY STRENGTHS

- Performance-Focused & Results-Driven
- Highly Reliable & Detail-Oriented
- Analytical Thinker & Problem Solver
- Creative & Data-Informed Strategist
- Adaptable to Platform & Algorithm Changes
- Strong Communication & Collaboration
- Ability to Work Independently & Remotely

PROFESSIONAL SUMMARY

Senior Media Buyer and Performance Marketing Strategist with 5+ years of combined experience driving revenue growth through high-performing Meta and Google Ads campaigns. Trusted to manage six-figure ad budgets, handle international and NDA-restricted clients, and scale paid media across multiple industries. Known for transforming underperforming ad accounts into profitable, scalable growth engines through disciplined testing, data analysis, and sharp creative direction.

PROFESSIONAL EXPERIENCE

DIGITAL MEDIA BUYER – GABTECH GLOBAL (Remote)

Sep 2025 – May 22, 2026

- Led paid media execution for international accounts across multiple countries and time zones.
- Developed and executed Meta Ads and Google Ads strategies aligned with client KPIs and revenue goals.
- Managed \$10K+ monthly ad budgets, driving profitable growth and maintaining strong ROAS.
- Conducted in-depth audience research, segmentation, and testing to scale high-intent audiences.
- Monitored campaign performance daily and implemented data-driven optimizations to improve CPA, ROI, and overall efficiency.
- Collaborated with creatives, copywriters, and account managers to ensure winning ad concepts and seamless campaign execution.
- Prepared detailed performance reports and insights for stakeholders to guide strategic decisions.

DIGITAL MEDIA BUYER – JOURNEY MAKERS (Remote)

Aug 2025

- Conducted comprehensive Facebook page and ad account audits to identify performance gaps.
- Analyzed campaign structures, targeting, creatives, funnels, and budget allocation.
- Rebuilt and optimized campaigns, turning underperforming and unprofitable accounts into revenue-positive and scalable systems.
- Improved ad relevance and conversion rates through strategic audience targeting and creative testing.
- Reduced wasted ad spend and improved ROAS through data-backed optimizations.

MEDIA BUYER & CREATIVE STRATEGIST – A1 STREAMLINE BUSINESS SOLUTIONS (Remote)

Oct 2022 – Feb 2025

- Led end-to-end strategy and optimization for Meta and Google Ads campaigns for multiple clients.
- Consistently exceeded ROAS targets while reducing CPA and increasing campaign profitability.
- Improved campaign efficiency by 30%+ through structured testing, audience refinement, and optimization.
- Increased CTR by 25% through data-backed creative direction, messaging, and ad placement.
- Negotiated premium placements and optimized bidding strategies, reducing CPM by 15%.
- Built high-converting sales funnels and landing pages in collaboration with design and dev teams.
- Implemented conversion tracking, events, and reporting dashboards for accurate performance insights.
- Managed monthly ad budgets ranging from \$5K-\$50K per client, ensuring maximum return on ad spend.
- Provided clients with regular performance reports, insights, and actionable growth recommendations.

E-COMMERCE SPECIALIST – SELLER X (Remote)

Mar 2024 – Mar 2025

- Optimized Amazon and Walmart listings (SEO, images, titles, bullet points, A+ content) to improve visibility and conversions.
- Managed PPC campaigns on Amazon and Walmart Ads to increase sales and profitability.
- Conducted keyword research, competitor analysis, and market trend monitoring.
- Managed pricing, promotions, inventory forecasting, and product launches.
- Collaborated with suppliers and logistics partners to maintain inventory health and delivery performance.

OPERATIONS SUPERVISOR – TELEPERFORMANCE (FINANCIAL ACCOUNT)

Feb 2021 – Dec 2021

- Led and coached a team of 15 associates, overseeing KPIs, productivity, and quality metrics.
- Monitored performance metrics, provided feedback, and implemented action plans for improvement.
- Improved customer satisfaction and operational efficiency through process optimization.
- Handled escalations and ensured compliance with company policies and procedures.
- Recognized for leadership, reliability, and driving team performance.

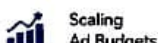
EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING

PSBA, Quezon City | 2001 – 2005



INDUSTRY EXPOSURE ACROSS GLOBAL & INTERNATIONAL MARKETS



Scaling Ad Budgets



Performance Optimization



Conversion Growth



Data-Driven Decisions