



SHAHEED SPELLER

PAID SOCIAL
SPECIALIST

CONTACT INFORMATION

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TOOLS

Canva, ManyChat, Shopify, Google Analytics, Zapier

SKILLS

Facebook Advertising
A/B Split Testing
Lead Generation
Chatbot Development
Email Marketing & Automation
Amazon Sponsored Ads
Social Media Management

PERSONAL PROFILE

I am a results-driven paid social marketer seeking to support a growth-focused business or innovative digital agency. Ready to support with Facebook Ads, developing chatbot funnels and Amazon sponsored ad campaigns that make a difference.

EXPERIENCE

Bellavix| Ecommerce Digital Agency

Advertising Manager

August 2019- October 2019

- Increased targeted leads by 75x, over a 30 day period, by launching a ManyChat funnel focused on asking key questions that aligned with persona needs.

- Increased CTR on targeted Facebook ads by 2x from integrating video ads, adjusting lookalike audiences, and testing headline copy.

- Improved spend efficiency by 20% while still meeting monthly revenue targets by adjusting bids for select keywords.

Mindset Performance Training| Life Coach

Paid Social Specialist

March 2019-June 2019

- To increase targeted leads, doubled the click-through-rate of Facebook ads over a 48-hour period by optimizing headline copy, lookalike audience parameters and testing image variations.

- Surpassed campaign lead generation goal by launching a chatbot campaign that generated a 90% open rate and a 200% increase in net-new daily leads.

EDUCATION

GenM Digital Marketing Accelerator

January 2019- September 2019

- Selected as 1 out of 10 students from a pool of 20,000 marketers to receive immersive digital marketing skills training and coaching.

Ashford University

August 2016- December 2018

- 2018 Dean's List (3.7 CGPA)

CERTIFICATIONS

Google Shopping Certified
Google Analytics Certified
Google Ad Certified