

DOMINIC WILLIAMS

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PROFESSIONAL SUMMARY

Proficient skills and experience in paid search, lead generation, analytics, social media display advertising, email marketing, landing page optimization, and creative work. Out-of-the-box problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills (verbal/written).

EXPERIENCE

Pay Per Click Specialist (PPC)

August 2020- Present

- Proven track record of optimizing PPC campaigns for maximum ROI.
- Extensive experience in keyword research, bid management, and ad copywriting.
- In-depth knowledge of Google Ads platform and its advanced features.
- Skilled in creating and implementing effective PPC strategies aligned with business goals.
- Strong analytical skills to monitor performance, identify opportunities, and optimize for conversions.
- Proficient in A/B testing and conversion rate optimization techniques.
- Expertise in audience targeting through demographics, geography, and interests.
- Efficient budget management for optimal ad spend allocation.
- Up-to-date with industry trends, algorithm changes, and PPC best practices.
- Excellent communication and client management skills for clear reporting and insights delivery.
- Built and optimized Google Ads Campaigns with proper account structure and ad group organization.
- Conducted audits to identify issues and improve campaign performance through restructuring.
- Utilized Google Drive for streamlined campaign management with sample structure spreadsheets.
- Optimized landing pages to improve Ad Quality Scores and campaign performance.
- Implemented remarketing campaigns and managed Facebook and Google ads for lead generation.

ST Engineering

July 2016- Present

Quality Engineer

- Developed technical documents, charts, and presentations to communicate quality control methods and techniques.

- Participated in disposition process and reviews with customer representatives to ensure customer satisfaction and compliance.
- Tracked nonconforming material and led material review board (MRB) efforts to develop corrective actions and drive zero defects through continuous improvement and process control.
- Built a team of quality control experts through training and guidance, facilitating problem-solving sessions and internal quality audits to identify and implement process improvements.
- Analyzed and audited supplier's processes and capabilities, maintaining records to demonstrate compliance with external organizations.
- Collaborated with other departments to develop corrective actions and ensure processed materials and finished products met design intent and customer specifications.
- Acted as a customer advocate, representing their interests in quality discussions, and ensuring that their requirements were understood and addressed.
- Conducted root cause analysis and developed corrective actions to prevent recurrence of nonconforming material and quality issues.
- Acted as a liaison between the company and external auditors or regulatory agencies during quality audits or inspections.

EDUCATION

Community College of Baltimore County - Present
High School Diploma – Milford Mill Academy

***REFERENCES: Available upon request.**