

Hans Vincent Lafrades

Paid Media Buyer | Campaign Manager

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SUMMARY

Campaign Manager with 5+ years in digital advertising operations and paid media, managing 8+ brands and 40+ campaigns across Meta, Google Ads, TikTok Ads and programmatic platforms at an average of \$10K budget per campaign. Experienced in budget pacing, tracking setup and QA, and cross-platform performance analysis (ROAS, CPA, CTR, CPC), with a track record of turning platform data into clear budget recommendations. Self-driven and comfortable working independently in remote environments.

Availability: 15-20 hours/week for part-time and freelance paid media roles. Philippine time, flexible overlap with US/AU hours.

EXPERIENCE

Campaign Manager

Emapta Philippines Inc. (Unified) | December 2022 - Present | Makati

- Manage 8+ brands and 40+ campaigns across Meta (Facebook & Instagram), Google Ads, TikTok Ads, Amazon Ads, Beeswax, GroundTruth and Madhive, averaging \$10K budget per campaign.
- Monitor daily delivery against impressions targets and adjust budgets, bids and audiences to keep pacing on track across all platforms.
- Ran a three-platform event campaign (Meta, Google/YouTube, TikTok) on \$2.8K spend: Meta returned 35.98x ROAS (\$63K purchase value) at \$8.08 per purchase, about 3.7x more cost-efficient than TikTok.
- Set up and QA'd conversion tracking (Meta Pixel, Google purchase conversion) to ensure accurate attribution and reporting.
- Perform QA before and after launch and troubleshoot delivery, tracking and platform issues to minimize disruption.
- Analyze cross-platform performance and deliver reporting with budget and optimization recommendations to clients and stakeholders.

Advertising Operations Specialist

WideOut Workforces Inc. | March 2021 - December 2022 | Makati

- Trafficked, QA'd and troubleshoot digital ads across multiple advertising platforms.
- Analyzed reports, resolved discrepancies and supported campaign performance tracking.

EDUCATION

BS Industrial Engineering, Malayan Colleges Laguna, 2020

SKILLS

Core platforms: Meta Ads Manager, Google Ads, TikTok Ads

Also experienced with: Amazon DSP, Beeswax, GroundTruth, Madhive Ads

Skills: CPA/ROAS/CTR optimization, audience segmentation, A/B testing, pixel tracking, reporting, Excel, Salesforce