COLBY DIEHL

PERFORMANCE MARKETING SPECIALIST

Paid Search • Conversion Optimization • Marketing Analytics

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PROFESSIONAL SUMMARY

Performance Marketing Specialist with 2+ years of agency and consulting experience managing paid media, SEO, and conversion optimization for 35 client businesses. Oversaw $350K in annualized advertising spend and supported an estimated $300K in annualized recurring agency revenue. Combines hands-on campaign execution, performance analytics, and client strategy to improve customer acquisition and marketing efficiency.

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist | Digital Canvas Marketing (Remote) | **August 2025 – October 2026**

- Managed a portfolio of approximately 35 client businesses across PPC and SEO, overseeing $25K–$30K in monthly advertising spend and supporting an estimated $25K in monthly recurring agency revenue.
- Drove a 34% increase in monthly conversions (77 to 103) while reducing cost per acquisition by 22% ($23.87 to $18.55), with only a 4% increase in ad spend through strategic campaign optimization and budget allocation.
- Led planning and optimization across 70+ Google Ads campaigns, leveraging performance data, keyword demand, and budget forecasts to guide targeting, bidding, and investment decisions.
- Developed and optimized 65+ landing page variations, applying conversion rate optimization (CRO), search-intent alignment, and persuasive messaging to improve post-click user experiences.
- Developed and maintained conversion tracking and client-facing Looker Studio dashboards, integrating GA4, Google Tag Manager, and lead-tracking data to strengthen attribution, improve reporting accuracy, and identify acquisition opportunities.
- Independently led client strategy meetings, translating PPC and SEO performance into growth and investment recommendations while coordinating cross-functional execution with agency leadership and development teams.
- Oversaw SEO deliverables across client accounts, delegating tasks to a team member, providing technical guidance, and conducting quality assurance reviews.

Marketing Consultant | Freelance (Remote) | **February 2024 – Present**

- Independently developed and optimized Google Ads campaigns for small business clients, increasing conversions by 32% while reducing acquisition costs by 31% through keyword strategy, bidding, and performance analysis.
- Developed and executed local SEO strategies through keyword research, on-page optimization, and Google Business Profile enhancements, achieving top-three Google Maps rankings for targeted local searches.
- Portfolio: PPC Client Strategy — Google Ads Structure Spreadsheet (link)

Paid Search Specialist (Contract) | Stream City Marketing Agency (Remote) | **May 2024 – August 2024**

- Increased Google Ads click-through rate by 217% (2% to 6.33%) while reducing average cost per click by 30% through search-term analysis, keyword refinement, and strategic bid optimization.
- Developed and optimized Google Ads campaigns and Meta Ads creatives across approximately five client accounts, refining keyword targeting, ad messaging, and campaign structure to improve advertising efficiency.
- Supported the launch of an $800/month Meta Ads campaign that generated multiple leads and a $225 customer sale within days, exceeding the client's $175 average transaction value by 29%.

Server | Ketch Grill & Taps | **February 2024 – August 2025**

- Earned expanded lead-server responsibilities through consistent performance, managing larger service sections and coordinating private events with team members.
- Applied consultative selling, personalized recommendations, and customer relationship management to support restaurant revenue, resolve service concerns, and improve guest experiences.

CORE SKILLS & PLATFORMS

Paid Media & Acquisition: Google Ads, Meta Ads, PPC Strategy, Budget Management, Lead Generation

SEO & Conversion: Local SEO, Technical SEO, Google Business Profile, Landing Page Optimization, CRO

Analytics & Reporting: GA4, Google Tag Manager, Looker Studio, Conversion Tracking, Marketing Attribution

Marketing & Operations: Excel/Google Sheets, Client Account Management, Campaign Strategy, WordPress, SEMrush

EDUCATION & CERTIFICATIONS

Western Governors University — B.S., Business Administration (Marketing), December 2023

Folsom Lake College — A.S., Business Administration; A.S., Economics, May 2023

Google Ads Certification • Google Analytics Certification

Interests: Golf · Boxing · Chess · Guitar