

# Brian Kirby

Strategic Paid Media Manager

## Summary

Purpose-driven performance marketing leader with 10+ years of experience driving growth through strategic paid media, PPC, and conversion rate optimization. Proven ability to lead teams, manage multi-channel campaigns across Google, Bing, Meta, LinkedIn, and YouTube, and deliver measurable outcomes including lower cost-per-lead, higher conversion rates, and increased customer lifetime value. Combines data fluency, creative insight, and a passion for “marketing that matters” to build campaigns that serve both business goals and broader impact.

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## Core Competencies

- Performance Marketing Strategy
  - Google & Bing PPC Campaigns
  - Paid Social Media (Meta, LinkedIn, Reddit)
  - Social Media Management
  - A/B Testing & Funnel Optimization
  - Conversion Rate Optimization (CRO)
  - Data & KPI Analysis (GA4, Looker Studio, SmartLook)
  - Leadership & Team Management
  - Cross-Functional Collaboration
  - Campaign Reporting & Stakeholder Communication
  - Budgeting, Forecasting & ROI Tracking
  - Lead Generation & Lifetime Value Optimization
  - CRM, CMS & Marketing Automation Integration
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## Professional Experience

**The Banbury Group, LLC** – *Founder / Paid Marketing Lead*

*Dec 2017 – Present*

- Lead strategy and execution of full-funnel PPC and paid social campaigns for eCommerce, recruiting, and purpose-driven brands.
- Manage six-figure budgets across Google, Bing, Meta, and YouTube—achieving consistent ROAS and cost-per-lead improvement.
- Oversee and mentor contractors and creative teams to ensure quality and alignment with campaign goals.

- Design and implement A/B testing for ad creative, landing pages, and conversion flows.
- Use GA4 to analyze funnel performance, uncover growth opportunities, and deliver actionable reporting to stakeholders.
- Collaborate with product, content, and development teams to improve customer experience and lifetime value.
- Develop strategic SOWs and media plans that support both business and community impact initiatives.

**Aztek – Lead Digital Marketing Manager**

*Oct 2015 – Dec 2017*

- Led integrated PPC and paid social campaigns for B2C and B2B clients, optimizing for lead quality and engagement.
- Managed accounts across Google, Meta, Bing, Amazon, and LinkedIn, including keyword strategy, bid management, and creative oversight.
- Directed influencer and digital PR campaigns.
- Introduced advanced attribution tracking (Google Analytics, CallRail) to better measure campaign impact and ROI.

**NAS Recruitment Communications – Senior Digital Marketing Manager**

*Jun 2006 – Oct 2015*

- Directed national paid media efforts for clients such as McDonald’s, Toyota, and Nestlé, managing multimillion-dollar budgets.
- Built and scaled lead-gen campaigns with dramatic performance lifts (e.g., 2,219% improvement in Google Ads performance for McDonald’s).
- Oversaw client education, campaign analytics, and cross-channel integration efforts.
- Supervised campaign analysts and collaborated closely with internal and client-side teams.

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## **Education**

**Fordham University** — Bronx, NY

Bachelor of Arts in Communications / English Literature

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## **Technical Tools**

Google Ads (Certified), Microsoft Ads, Meta Ads Manager, LinkedIn Ads, Reddit Ads, TikTok Ads  
GA4, Google Tag Manager, SmartLook, Looker Studio, Excel, Google Sheets (Advanced)  
HubSpot, WordPress, Shopify, Slack, Canva, Trello, Asana, Jasper, Adobe Creative Suite, Procreate,  
Wordpress

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## **Affiliations & Values**

- Member, *Society of Children's Book Writers and Illustrators*
- Represented by *The Bradford Literary Agency*
- Advocate for purpose-driven business and social impact marketing