Jamal Rhodes

Digital Marketing Specialist · Paid Search, Paid Social and Tracking

Raleigh, NC · (919) 555-0126 · jamal.rhodes@email.com · linkedin.com/in/jamalrhodes

SUMMARY

Digital marketing specialist with 5 years in paid media, the last 3 running lead generation for a home services company with five branches. Manages Google Ads, Local Services Ads and Meta, and builds the GA4 and call tracking that ties spend to booked jobs.

EXPERIENCE

Digital Marketing Specialist · Pinnacle Home Services — Jan 2023 – Present

Raleigh, NC

- Managed about $62K a month across Google Ads, Local Services Ads and Meta for HVAC, plumbing and electrical service lines.
- Lowered cost per booked job from $148 to $109 in 2025 by splitting search campaigns by service and branch and importing offline conversions.
- Rebuilt the GA4 and Google Tag Manager setup with 14 conversion events, consent mode and enhanced conversions for web forms.
- Connected CallRail call data to ServiceTitan so each booked job traces back to its campaign and keyword.
- Sent a monthly maintenance plan email to 38,000 past customers in Mailchimp; email drove 1,140 plan renewals in 2025.
- Built the Looker Studio dashboard the owners review every Monday, showing spend, calls, booked jobs and revenue by branch.

Paid Media Coordinator · Oak City Digital — Jun 2021 – Dec 2022

Raleigh, NC

- Supported 11 ecommerce and healthcare accounts with a combined $240K in monthly spend on Google Ads, Microsoft Ads and Meta.
- Ran 30 or more ad copy and landing page tests a quarter in Unbounce, writing the weekly test summary for account leads.
- Configured Shopify conversion tracking and Merchant Center feeds for 4 new clients, clearing disapproved products before launch.

EDUCATION

B.S. Business Administration, Marketing concentration · North Carolina State University — May 2021

SKILLS

Channels: Google Ads (Search, Performance Max), Local Services Ads, Meta Ads Manager, Microsoft Ads, Email

Tracking and analytics: GA4, Google Tag Manager, Looker Studio, CallRail, Offline conversion imports, UTM tracking

Platforms: ServiceTitan, Mailchimp, Unbounce, Shopify, Google Merchant Center, Excel

CERTIFICATIONS

Google Ads Search Certification (Google Skillshop) · Google Analytics Certification (Google Skillshop) · Meta Certified Digital Marketing Associate