



Benice Jordan

Senior Google Ads & PPC Strategist

With 6+ years of experience in driving high-ROI growth for B2B and B2C brands across the US & South Africa.

Currently seeking remote freelance or part-time partnerships with US-based agencies and brands as a corp-to-corp contractor. As a registered corporation (Pty Ltd), I offer senior-level oversight for complex Google Ads and Meta portfolios on a contract basis. Fully equipped for high-impact remote collaboration, I provide flexible availability to ensure seamless communication across time zones and a data-driven, conversion-focused approach to scaling your growth.

Contact Details

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- 📍 South Africa - Remote

Bilingual

- Afrikaans (Native)
- English (Full Professional Fluency)

PPC & Technical Skills

- Google Ads Mastery (Search, Display, Shopping, PMax).
- Full-Funnel B2B & B2C Strategy.
- Conversion Rate Optimization.
- GA4 & Google Tag Manager (GTM).
- Advanced Remarketing & Audience Targeting.
- Social Media Paid Advertising (Meta & LinkedIn).
- Website Design & Development.

Strategy & Leadership

- Team Leadership & Mentorship.
- US & SA Market Expansion.
- Performance Forecasting & Budgeting.
- Stakeholder & Client Relationship Management.
- Data Visualization & ROI Reporting.
- Cross-Functional Project Management.

Educational Background

BA Honors in Strategic Brand Communication

2019

VEGA IIE School Of Brand

- Graduated with Distinction (Summa Cum Laude).
- Ranked 1st in Class.
- Awarded the Pencil Award of Excellence for the highest academic standing.

B.Com Marketing and Tourism Management

2016 - 2018

North-West University

- Graduated with Distinction (Magna Cum Laude).
- Top 15% Academic Standing.
- Recipient of the Golden Key International Honour Society Award for academic excellence.

Professional Certifications

Google Ads Certified

Google Skillshop

- Active Certifications: Search, Display, Measurement, Shopping, and Video.
- Google Analytics 4 (GA4): Certified Professional.

Meta Certified

Meta Blueprint

- Core Competencies: Full-funnel campaign strategy, advanced pixel implementation, and data-driven optimization.

Work Experience

Head of Paid Advertising | WebSEM Online

January 2024 – Present

- **Leadership & Mentorship:** Manage and upskill a team of 4 PPC specialists. Responsible for high-level account audits, developing advanced optimization frameworks, and fostering a culture of technical excellence to ensure peak performance across the agency's portfolio.
- **Strategic Department Expansion:** Leading the 2026 initiative to establish the agency's Social Media Department. This includes designing end-to-end service offerings, streamlining onboarding workflows, and implementing specialized tech stacks for Meta and LinkedIn Ads management.
- **Portfolio Oversight & Retention:** Directly manage 12 to 15 high-spend, complex Google Ads accounts. Focus on advanced bid strategies, competitor analysis, and long-term scaling, maintaining a 95%+ client retention rate through transparent, ROI-focused communication.
- **Operational Engineering:** Standardizing agency SOPs for keyword research, ad copywriting, and A/B testing protocols. Integrated new automated reporting tools to provide clients with real-time visibility into their marketing spend and performance.

Paid Account Manager | WebSEM Online

September 2021 – December 2023

- Managed 15+ Google Ads accounts with a focus on granular account restructuring. Specialized in transitioning legacy accounts to modern, data-driven architectures to significantly reduce CPA while increasing lead quality.

Founder & Lead Strategist | Stargaze Marketing

May 2020 – Present

- **Scaled Performance Portfolio:** Successfully steered growth for 70+ diverse brands over the last 6 years, prioritizing sustainable ROI over purely transactional spend. Managing a cumulative annual ad spend of USD \$150k+ with a focus on maximized efficiency.
- **Full-Funnel Strategy & Execution:** Consult with global brands to define business-critical KPIs and target personas. Architect and execute multi-channel digital funnels that move users from initial brand awareness to final conversion across Search and Social.
- **High-Volume Platform Expertise:** Managed performance for 40+ Google, 30+ Meta, and 10+ LinkedIn/Microsoft accounts. Expertise includes high-end B2B Lead Gen and complex B2C E-commerce (Shopping/PMax/Feed Optimization).
- **Advanced Analytics & Implementation:** Act as the technical lead for tracking infrastructure. Expert-level setup of GA4, GTM, server-side tracking, and offline conversion imports to ensure 100% data integrity for multi-touch attribution.
- **Creative & Technical Synergy:** Oversee the development of high-performance landing pages and brand assets. By aligning web design with paid traffic intent, I consistently improve landing page conversion rates (CVR) and overall account Quality Scores.
- **Strategic Web Design & Development:** Design and develop high-performance, SEO-optimized websites and landing pages tailored for conversion. By aligning UX/UI design with paid traffic intent, I significantly improve Quality Scores and lower customer acquisition costs.
- **Full-Scale Graphic Design:** Produce high-end brand assets and ad creatives (static and motion) for Google Display and Social Media. I focus on "creative-led growth," ensuring visual storytelling is backed by data to drive higher click-through rates (CTR).
- **Advanced Data Visualization & Reporting:** Architect custom, high-end reporting dashboards via Looker Studio. I translate complex multi-channel data into actionable executive summaries, providing clients with real-time clarity on ROAS, lead quality, and business growth.

**Supporting documentation and professional references available upon request.*