

Oneisha Hughes Perry

Paid Search Director · Digital Marketing Consultant

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EXPERIENCE

Gatorworks February 2018 to present

Paid Search Director January 2024 to present

- Direct paid search for more than 60 clients across health care, home services, public health, retail and more, setting strategy and holding every account to clear goals.
- Manage Search, Display, Performance Max, Local Services Ads, Video and Demand Gen campaigns, matching each channel to the client's goals and budget.
- Work with Google Ads representatives to set up and manage AI Max for Search and other new Google Ads features as they launch.
- Create processes and SOPs that keep account management consistent and make the team easier to train and scale.
- Lead, recruit, train and evaluate a team of paid search specialists, with weekly one-on-one coaching that keeps campaigns strong and careers growing.
- Build long- and short-term paid search strategies that lower cost per conversion and bring in more calls and leads.
- Keep campaigns improving through constant work on ads, keywords, bidding, audiences and budgets.
- Brief clients on results in plain language so they know what is working and where the next dollar should go.

Senior Paid Search Lead September 2022 to January 2024

- Optimized campaigns across Google Ads, Microsoft Ads, Meta (formerly Facebook), OpenAI, LinkedIn, Instagram and Twitter.
- Led team training sessions so PPC specialists learned from one another.
- Used targeted bidding and keyword management to meet acquisition goals, and turned performance data into reports, troubleshooting and action plans.

Senior PPC Specialist January 2022 to September 2022

- Trained and onboarded new PPC specialists.
- Planned and ran paid search and social strategies across multiple markets, improving results through constant testing and fresh ad copy.
- Set up tracking with Google Tag Manager to deliver reliable, relevant reports on key digital metrics.
- Monitored budgets, bids and traffic to maximize return on ad spend.

PPC Specialist February 2018 to January 2022

- Reduced overspending by building budget scripts, and made reporting easier to read with visual dashboards.
- Built strategies around client goals and partnered with account managers to strengthen campaign results.
- Optimized campaigns across Google Ads, Microsoft Ads, Meta Ads and programmatic display, including remarketing.

The Inspired Brand August 2013 to present

Digital Marketing Consultant August 2013 to present

- Run an independent consulting practice for more than a decade, helping businesses, nonprofits, churches, travel brands and personal brands grow online.
- Plan and manage Google Ads, Microsoft Ads, Instagram Ads and Meta (formerly Facebook) Ads campaigns that improve client return on investment.
- Manage Google Ad Grants accounts for nonprofits, keeping them compliant while driving supporters, donors and volunteers.
- Design, build and maintain WordPress websites with conversion-focused layouts, forms and calls to action.
- Create and manage social content that builds audiences, from planning calendars and writing copy to engaging communities and reporting results.
- Use Google Analytics to turn campaign and website data into clear, plain-language reports that show clients what is working.
- Provide white-label paid search and digital marketing support for partner agencies, working quietly behind their brands.
- Coach teams through marketing audits, strategy and training, and plan smooth handoffs when organizations are ready to bring their marketing in-house.

The Automotive Marketing Group May 2016 to February 2018

Online Marketing Specialist May 2016 to February 2018 · Baton Rouge

- Planned and ran SEO and SEM strategies for automotive clients, with working knowledge of compliance rules and co-op reimbursement.
- Built and managed digital video pre-roll campaigns and organic social media accounts.
- Optimized highly targeted Meta ads and documented proof of performance for settlement.

Feigley Communications January 2016 to May 2016

Marketing Intern January 2016 to May 2016 · Baton Rouge

- Created social media content that drove traffic to client websites.
- Kept clients' Google Ads accounts running and did keyword research.
- Supported project management for key agency clients.

LSUNow.com August 2012 to May 2016

Social Media and Content Marketing Director August 2012 to May 2016

- Created social media content that increased website traffic and tracked it in Google Analytics.
- Worked with the team to raise unique page views by 74%.
- Promoted student media events with marketing and public relations tools.

Velocity Agency May 2015 to August 2015

Social Media, SEO and PPC Assistant May 2015 to August 2015 · Greater New Orleans

- Managed Google Ads accounts and reported on them with Raven.
- Grew a client's Twitter mentions by 742.86% and retweets by 700%.
- Improved a client's Google Ads click-through rate by 25.86%.
- Supported website development and wrote client blogs and social posts.

New Orleans Jazz & Heritage Festival and Foundation June 2014 to August 2014

Programming, Marketing and Communications Assistant June 2014 to August 2014

- Managed event logistics for the Louisiana Cajun-Zydeco Festival.
- Created print marketing materials for the 2014-15 festival season.

Lauren Savoy Olinde Foundation February 2014 to May 2014

Marketing and Public Relations Intern February 2014 to May 2014

- Ran the foundation's social media accounts and increased community engagement.
- Created digital ads that built awareness of sponsored events and helped develop media plans.

Alpha Media October 2013 to December 2013

Marketing and Public Relations Intern October 2013 to December 2013

- Pitched tailored advertising solutions to local business owners.
- Managed client accounts with responsive, personal service.

Louisiana State Museum May 2013 to July 2013

Social Media Intern May 2013 to July 2013

- Wrote monthly social media calendars for the museum's Twitter and Facebook accounts.
- Reported on campaign performance and engagement rates.

EDUCATION

Louisiana State University Mass communication, minor in business · 2012 to 2016

University of Leicester Study abroad, LSU bilateral program · January to May 2015

SKILLS

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Display
- YouTube TrueView
- Microsoft Ads
- Meta Business Manager
- Social Media Management
- Adobe Creative Suite

CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Analytics Certification
- Microsoft Ads Accredited
- Power Editor (Advanced Advertisers)
- HubSpot Inbound Certification
- Simpli.fi Initial Sales Training

HONORS AND AWARDS

- Community Service Award
- Academic Achievement Award
- Distinguished Communicator