

ERON CARLO A. CAINA

Meta & Google Ads Specialist | Media Buyer | Performance Marketer | Lead Generation Expert

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PROFESSIONAL SUMMARY

Generated 35,800+ leads across 350+ campaigns at an average CPL of \$0.14 USD, up to 21x below industry average. Meta Ads and Google Ads Specialist with 3+ years in performance marketing and paid social, working with real estate and e-commerce clients. Expert in Google Search, Display, Performance Max, Facebook/Instagram Ads, Advantage+, CAPI, CBO, ABO, A/B testing, retargeting, and lookalike audiences. Available for full-time remote engagement.

CORE SKILLS

Meta Ads Manager, Google Ads, Facebook Ads, Instagram Ads, Media Buying, Performance Marketing, PPC, SEM, Paid Social Media Advertising, Google Search Ads, Google Display Ads, Performance Max, Google Tag Manager, Google Analytics (GA4) Facebook Pixel, Conversion API (CAPI), Advantage+ Campaigns, Custom Audiences, Lookalike Audiences, Retargeting, CBO, ABO, A/B Split Testing, CPL Optimization, CTR, ROAS, CPA, Hook Rate, Hold Rate, Lead Generation CapCut Video Editing, Ad Copywriting, Direct-Response Advertising, Static Ad Design, Canva, Real Estate Advertising, E-commerce Advertising, Meta Business Suite, Client Communication, English (Fluent)

WORK EXPERIENCE

Meta & Google Ads Specialist / Media Buyer (Freelance)

Jan 2025 - Present

Real Estate & E-commerce Clients (Philippines) | Remote

- Managed 350+ Meta Ads and Google Ads campaigns generating 35,800+ leads at average CPL of \$0.14 USD, up to 21x below industry average
- Grew total reach to 2M+ with 2.9M+ impressions across all campaigns
- Built Google Search, Display, and Performance Max campaigns with keyword research, bid strategy, GTM, and conversion tracking
- Managed CBO/ABO structures; ran A/B tests on hooks, copy, and audiences; produced direct-response video ads

Senior Property Consultant

Apr 2022 - Oct 2024

Antel Land Inc. | General Trias, Cavite

- Elite Awardee: PHP 60M+ (~\$1M+ USD) in property sales within 6 months, exceeding quota by 200%
- Ranked Top 2 Property Consultant: PHP 18.3M (Dec 2023) and PHP 17.3M (Jun 2024); Top 6 with PHP 11.2M (Feb 2024)
- Ran Facebook and Instagram Ads driving consistent inbound leads; managed full sales cycle from qualification to closing

Sales Specialist

Oct 2024 - Mar 2025

BPI AIA Life Assurance Corporation | Rosario, Cavite

- Built and managed Meta Ads lead generation campaigns independently: set up Facebook Pixel, created ad creatives, wrote copy, and optimized for lowest CPL
- Used paid social to drive consistent inbound inquiries, reducing reliance on cold outreach and shortening the sales cycle

KEY ACHIEVEMENTS

- Generated 35,800+ leads at average CPL of \$0.14 USD, up to 21x below industry average
- Grew total audience reach to 2M+ with 2.9M+ impressions across 350+ campaigns
- Elite Awardee: PHP 60M+ (~\$1M+ USD) in property sales within 6 months, exceeding 200% of quota

EDUCATION

BS Business Administration, Major in Human Resource Management

2014 - 2018

Polytechnic University of the Philippines | Maragondon, Cavite