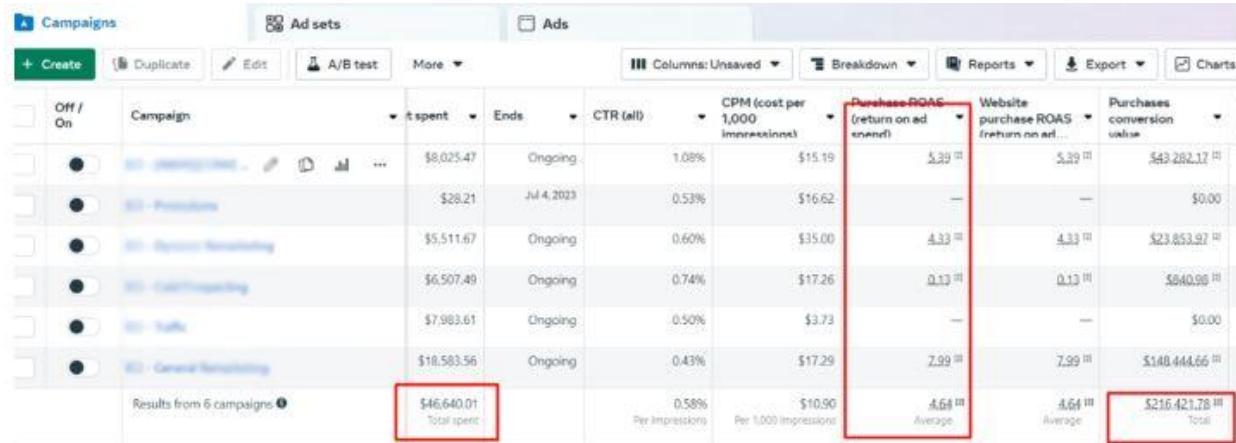


Facebook Ads & Media Buyer for B2B Ecommerce Cleaning Supplies



The screenshot shows the Facebook Ads Manager interface with the following data:

Off / On	Campaign	Spent	Ends	CTR (all)	CPM (cost per 1,000 impressions)	Purchases ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Purchases conversion value
●	...	\$8,025.47	Ongoing	1.08%	\$15.19	5.29 (3)	5.29 (3)	\$43,282.17 (3)
●	... - Prospects	\$28.21	Jul 4, 2023	0.53%	\$16.62	—	—	\$0.00
●	... - Dynamic Retargeting	\$5,511.67	Ongoing	0.60%	\$35.00	4.33 (3)	4.33 (3)	\$23,853.97 (3)
●	... - Cold Prospecting	\$6,507.49	Ongoing	0.74%	\$17.26	0.13 (3)	0.13 (3)	\$840.96 (3)
●	... - Traffic	\$7,983.61	Ongoing	0.50%	\$3.73	—	—	\$0.00
●	... - General Retargeting	\$10,583.56	Ongoing	0.43%	\$17.29	7.99 (3)	7.99 (3)	\$148,444.66 (3)
Results from 6 campaigns (1)		\$46,640.01 (Total spent)		0.58% (Per Impressions)	\$10.90 (Per 1,000 Impressions)	4.64 (3) (Average)	4.64 (3) (Average)	\$216,421.78 (3) (Total)

From July 2023 to July 2024, I managed the full-funnel Meta Ads strategy for BuyDirect, a B2B ecommerce platform for cleaning products. I launched and scaled 5 custom campaigns (Cold Prospecting, Advantage+ Shopping, Dynamic Remarketing, General Remarketing, and Traffic), achieving \$216,421 in tracked revenue from \$46,640 in spend — a 4.64x ROAS. My role included ad setup, testing, audience optimization, budget scaling, and weekly reporting for profitable growth.