

# ISAAC DARMANIN

Digital Marketing Executive

## PROFESSIONAL SUMMARY

Performance marketing specialist with over 4 years of experience managing paid search and paid social across Google Ads, Meta, LinkedIn, and YouTube. Currently running a multi-market PPC campaign for a Financial Services firm, managing campaigns under strict ad policy constraints. Previously managed budgets of up to €900k/year across e-commerce and FMCG. Key results: +240% traffic uplift, 6x lead growth in 3 months, and a 27% CPC reduction on a multi-brand portfolio.

## CORE SKILLS

- Google Advertising Platform
- Meta & LinkedIn Social Advertising
- Campaign Restructuring & Account Audits
- Keyword Research & Match Type Strategy
- Ad Copy & Landing Page Optimisation
- GA4, GTM & Conversion Tracking
- A/B Testing & CRO
- Looker Studio Reporting & Dashboards
- Regulated Market Ads Compliance & Policy

## WORK HISTORY

### DIGITAL MARKETING EXECUTIVE 10/2025 to Current

#### ARQ Group, Birkirkara/On-site

*Sole Marketer for a regulated Financial Advisory firm. Managing paid search, account audits, campaign restructuring, keyword strategy, ad copy, bid management, performance reporting and SMM.*

- Google Ads account restructure for a UK targeted Tax campaign, segmenting ad groups by intent, each with dedicated keyword sets, match type strategies, and tailored RSA variants.
- Writing compliant ad copy aligned to UK tax legislation changes (non-dom abolition, IHT reform) to capture high-intent search demand in a policy-sensitive vertical.
- Currently planning and building a parallel US Google Ads campaign for the same service. Conducting keyword research around US tax legislation (FATCA, FBAR, US estate tax), adapting audience segmentation and ad messaging for American HNWIs, and Google Ads compliance requirements per market.
- Built a 190+ negative keyword architecture across 8 categories, maximising a €30/day budget from wasted spend.
- Achieved +240% landing page traffic growth and 60% conversion rate improvement through intent-based keyword targeting and Exact/Phrase match prioritisation on a €2.5/3k monthly budget.
- Increased website-generated leads from 2-3/month to an average of 12/month through search campaign optimisation and landing page alignment.
- Introduced Meta Ads for recruitment, lowering cost per hire by ~€4k versus traditional headhunting, proving ROI of digital channels for non-marketing business functions.
- Built Looker Studio dashboards to centralise PPC data and KPIs; presented campaign performance, ROI projections, and budget recommendations at the board level.

## **DIGITAL MARKETING EXECUTIVE (PAID MEDIA) 06/2022 to 10/2025**

**Sloane, Alf Mizzi & Sons Marketing**, Marsa/Hybrid

- Managed a €900k annual budget across Google, Meta, LinkedIn, and YouTube, delivering 100m+ impressions and 400k+ Meta link clicks.
- Drove e-commerce growth metrics for the Malta-based stores Intercomp & Homemate: +33% conversions, +20% add-to-baskets, +14% CTR & reduced overall Google CPC by 27% (to €0.24).
- Led B2B rebranding for Intercomp via LinkedIn campaigns, increasing website traffic by 22% in the first quarter.
- Optimised campaign strategy through A/B testing and search research (HotJar, Ubersuggest) to refine ad formats and keywords.
- Implemented operations stack (GA4, Looker Studio, Monday.com) to automate analysis, reducing reporting overhead and improving campaign efficiency by 19%.

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### **EDUCATION & CERTIFICATIONS**

**Digital Marketing Institute** - 04/2021 to 02/2022  
**Level 7 Postgraduate Diploma**, Digital Marketing

**Digital Marketing Institute** - 02/2020 to 03/2021  
**Level 5 Diploma**, Digital Marketing

**MISCO**, Malta - 06/2019 to 02/2020  
**Level 4 Professional Diploma**, Digital Marketing

**Higher Secondary Sixth Form**, Naxxar - 07/2018  
**A Levels** - Marketing, Accounts | **Intermediates** - SOK, Pure Maths, Italian, English

### **CERTIFICATIONS**

Google Ads Search Certification  
Google Analytics GA4 Certification  
Meta Certified Digital Marketing Associate  
Google Ads Display Certification

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### **LANGUAGES**

**English** (Native) | **Maltese** (Native) | **Italian** (Limited Working)

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### **INTERESTS**

Competitive Running & OCR | Cooking | Tech & AI | Formula 1