

GIANCARLO DI NARDO

Senior Paid Social Strategist

SUMMARY

I'm a senior paid social strategist specializing in Facebook and Instagram, with about a decade of experience scaling lead generation and eCommerce accounts. My work has always lived between performance and creative strategy. I use data to drive creative decisions, not just report on them.

I've worked both in-house and at agencies, across B2C and B2B, always with full ownership over results. Right now I'm building AI-powered workflows that connect performance data to creative output faster and more consistently.

EXPERIENCE

Clever Digital Marketing, Remote [Canada] — *Senior Performance Marketing Specialist*

JUNE 2024 - AUGUST 2025

- Managed 8 to 10 lead generation accounts at the same time across home improvement verticals including roofing, basement renovation, bathroom renovation, flooring, and water solutions, with full ownership over strategy and performance.
- Handled between \$400k and \$600k in monthly ad spend across Facebook and Instagram, reducing cost per lead and increasing contribution margin across multiple accounts through creative testing and ongoing optimization.
- Directed video ad production from start to finish, reviewing raw footage, selecting specific clips and timestamps, organizing the edit structure, and specifying transitions, typography, sizing, and positioning before handing off to editors.
- Developed vertical-specific creative strategies and A/B testing frameworks across accounts, adapting messaging angles, hooks, and creative formats to match the different audiences and buying triggers in each vertical.
- Built the creative brief template used across the media buying team, standardizing how briefs were written and how performance insights were communicated to the creative team across all accounts.
- Optimized landing pages across client accounts to improve conversion rates, using campaign data to spot where drop-off was happening and what needed to change.

- Worked closely with the client services team to communicate performance to clients, turning campaign data into clear updates on what was working, what wasn't, and what the next steps were.

Lavin Media, Remote [Canada] — Senior Performance Marketer

APRIL 2022 - MARCH 2024

- Created and optimized lead generation creatives across Facebook, Instagram, TikTok, and NextDoor, managing \$600k+ in monthly spend across multiple clients.
- Built guidelines for the media buying team to communicate more effectively with the creative team, making the brief process faster and more consistent across accounts.
- Analyzed campaign performance to figure out what creative elements were actually driving results, then fed those learnings back into the next round of testing.
- Scaled lead volume by testing new audience combinations on Facebook and expanding to other platforms, keeping cost per lead in check while growing reach.

Browse, Remote/Hybrid [Canada] — Senior Media Buyer

FEBRUARY 2018 - DECEMBER 2021

- Managed \$600k+ per month in paid social spend across Facebook, Instagram, TikTok, and Snapchat, generating \$16M+ in gross revenue from 2019 to 2021.
- Scaled products from zero to \$85k in daily ad spend within 7 days by systematically testing creative variations including video, copy angles, and audience segments.
- Worked with the creative team to produce video and copy tailored to customer personas, using performance data to inform creative direction and bring CPAs down by up to 15%.
- Led strategy discussions on pricing, bundling, and offer structure across the media buying team, using campaign KPIs to guide decisions.
- Introduced bundle offers and one-click post-purchase upsells that increased AOV by 25% and revenue by 12% without increasing ad spend.

RISE Gear, Remote [Canada] — Growth Hacker

JANUARY 2017 - JANUARY 2018

- Developed paid social strategies focused on understanding buyer behavior and maximizing ROI across campaigns.

- Improved landing page conversion rate from 1.7% to 2.6% in 12 months through A/B testing on creative and page elements.
- Launched influencer partnerships that expanded brand reach into a younger demographic the brand hadn't previously reached.

AN & Associates, Canada — *Junior Media Buyer*

MARCH 2015 - OCTOBER 2017

- Managed Facebook ad campaigns across 60+ brands while building the foundational skills that would define the rest of my career in paid social.
- Introduced Lookalike Audiences across accounts, improving campaign efficiency and scaling results on lower budgets.
- Managed budget allocation and bid strategy across product campaigns and tested new channels including Pinterest and Snapchat to diversify traffic.

SKILLS

Paid Social Advertising, Facebook Ads, Instagram Ads, Creative Strategy, Performance Marketing, Campaign Optimization, Lead Generation, Ecommerce Marketing, A/B Testing, Direct Response Marketing, Creative Briefs, Video Ad Production, Landing Page Optimization, AI-Powered Workflows, Budget Management, TikTok Ads, Google Ads.

EDUCATION

Infographics & Data Visualization — *George Brown College*

2017 - 2017

Bachelor's Degree, Law — *University of Buenos Aires (UBA)*

2011 - 2015 (*incomplete*)