

My Portfolio



Hi, my name is Errenz Jim V. Medina

I'm a **Experienced Media Buyer**

*"Quality means doing it right when no one is looking."
— Henry Ford*



About Me.

Meta and Google Ads Media Buyer with 3+ years of experience in managing and optimizing campaigns across e-commerce, lead generation, and casino ads. Skilled in campaign structuring, creative testing, and data-driven optimization to improve performance and scale results. Focused on building efficient ad systems that turn data into profitable growth.

Work Experience

I bring hands-on experience in managing and optimizing Meta Ads campaigns across e-commerce, lead generation, and casino industries, focusing on structured testing, creative optimization, and data-driven scaling to improve results.

E-commerce Ads – Dropshipping

Amalfi Vestiti - Marketing Asst.
January 2025 - October 2025

- Launched and tested 5 products and 15 ad creatives per day to identify winning combinations.
- Scaled profitable campaigns through vertical and horizontal scaling strategies, improving ROAS and sales volume.
- Managed daily optimization, performance tracking, and reporting using Google Sheets to support data-driven decisions.

Real Estate Webinar Campaigns (Lead Generation)

PPC BOUTIQUE - Junior Media Buyer
October 2023 - January 2024

- Achieved up to 18.51 ROAS by optimizing webinar funnels and scaling high-performing campaigns.
- Maintained daily performance tracking and weekly strategy meetings, ensuring continuous campaign improvement and scaling.
- Generated consistent lead flow while reducing cost per lead through structured testing of creatives and audiences.

Casino Ads

AUR MED - Marketing Asst.
January 2023 - October 2023

- Launched and managed 30+ ad campaigns per day in a restricted niche, maintaining stable performance through creative-driven strategies and adaptive targeting.
- Tested 100+ ad creatives and angles, identifying high-converting combinations that improved engagement and reduced CPA.

Professional Skills

My professional skills focus on performance marketing, combining data analysis, creative strategy, and structured campaign optimization to deliver profitable results.

Meta Ads Campaign Management



I manage and optimize Meta/Google Ads campaigns from setup to scaling, using structured campaign frameworks (CBO/ABO) and data-driven decisions to improve performance and maximize ROI.

Creative Testing & Optimization



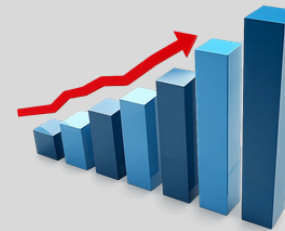
I develop and test multiple ad creatives, hooks, and angles to identify high-performing combinations, continuously improving CTR, engagement, and conversion rates.

Data Analysis & Performance Optimization



I analyze key metrics such as CTR, CPA, and ROAS to make informed decisions, optimize campaigns, and scale profitable results while minimizing wasted ad spend.

Campaign Scaling Strategy



I scale winning campaigns using vertical and horizontal scaling methods, ensuring consistent performance while increasing budget efficiently.

Tools & Platforms



Google Docs



Google Sheets



Recent Works

E-commerce Ads – Dropshipping

Search by name, ID or filters

Campaigns 1 selected **Ad sets** **Ads**

+ Create Duplicate Edit A/B test More

<input type="checkbox"/>	Off / On	Campaign	Amount spent	CPC (all)	CTR (all)	Clicks (all)	Deliver
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ITA - PROSPECTING CBO - CLARA - 7/4/25	\$23.27	\$0.39	3.01%	59	Active
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ITA - RINA - PROSPECT SCALING - CBO - 7/3/25	\$131.72	\$0.26	3.29%	505	Active
<input type="checkbox"/>	<input type="checkbox"/>	ITA - BLAZE PROSPECT - CBO - 7/3/25	\$20.59	\$0.76	1.47%	27	Off
<input type="checkbox"/>	<input type="checkbox"/>	ITA - CBO - BLAZE - 7/2/25	\$147.99	\$0.44	1.93%	339	Off
<input type="checkbox"/>	<input type="checkbox"/>	ITA - RINA - A/B - 7/1/25	\$86.53	\$0.46	2.79%	187	Off
<input type="checkbox"/>	<input type="checkbox"/>	ITA - CBO - RINA - 001 - 6/29/25	\$94.26	\$0.43	2.69%	217	Off
<input type="checkbox"/>	<input type="checkbox"/>	ITA - DORA - 0046 - 19-06-2025	\$14.18	\$0.71	1.63%	20	Off
<input type="checkbox"/>	<input type="checkbox"/>	ITA - ADELE - 0045 - 15-06-2025	\$34.70	\$0.74	2.30%	47	Off
<input type="checkbox"/>	<input type="checkbox"/>	ITA - LIVIA - 0045 - 14-06-2025	\$24.10	\$0.80	1.50%	30	Off

Results from 54 campaigns
Excludes deleted items

Sample Campaigns

ITA - RINA - PROSPECT SCALING - CBO - 7/3/25 > 1 Ad set > 2 Ads

Edit Review

Campaign name
ITA - RINA - PROSPECT SCALING - CBO - 7/3/25 Create template

Campaign details

Buying type
Auction

Campaign objective
Sales
Show more settings

Advantage+ catalog ads Off
Drive sales using your product information by showing relevant products to the right people. About Advantage+ catalog ads

Budget Advantage+ on

Budget strategy

Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. About campaign budget

Ad set budget
Set different bid strategies or budget schedules for each ad set.

Campaign recommendations

Advantage+ sales campaign Off
You have Advantage+ off for Placements.

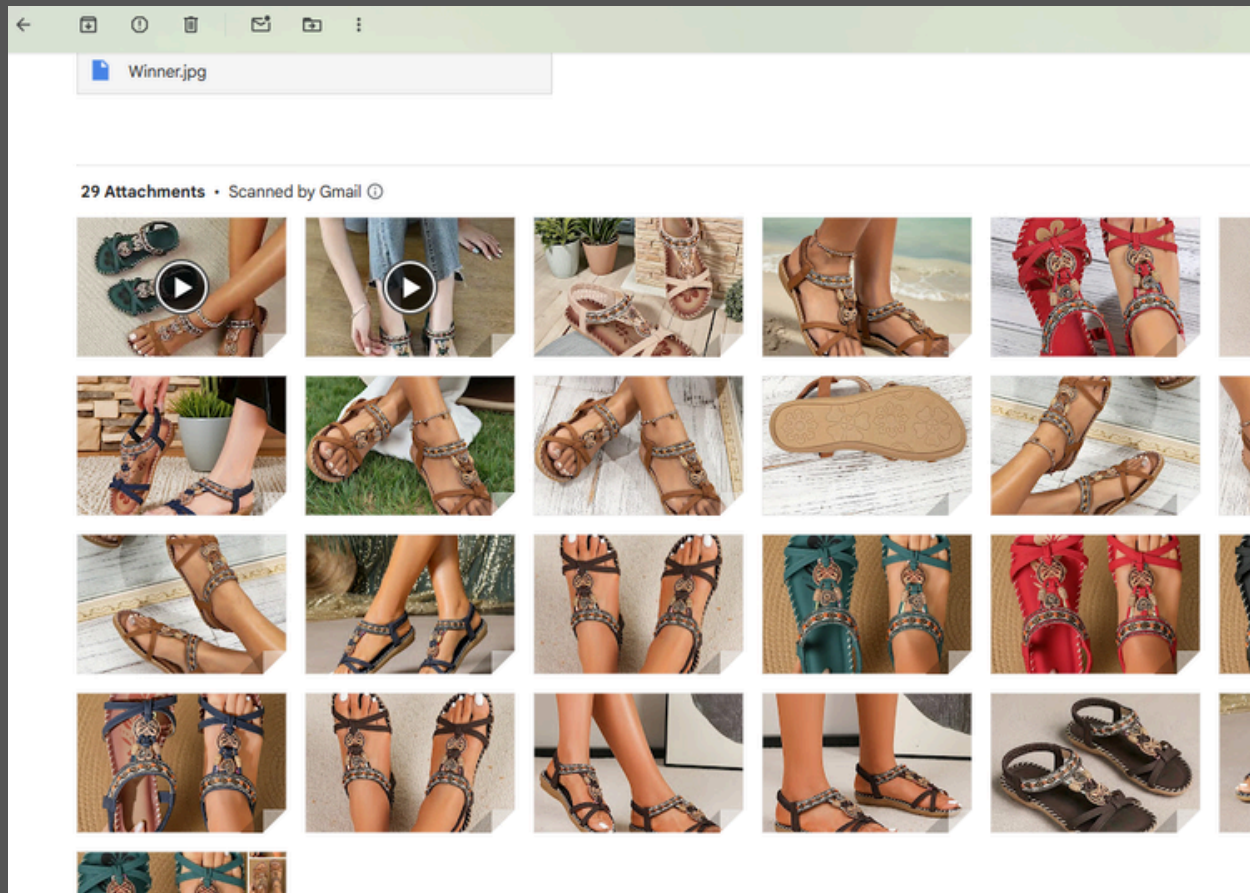
Including all placements could improve performance for 1 ad set
The more places your ad is displayed, the more chances your target audience has to see it. Including all placements will turn Advantage+ on for Placements for 1 ad set.
Apply now View in ad set

Show more (1)

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close Discard draft Publish

Sample Scaling Campaign



Sample Creatives

- Straps decorated with handcrafted boho ornaments
- Moulded comfort insole
- Secure and practical foot fit
- Summer-ready look, pairs beautifully with flowing dresses, jeans, or laid-back outfits

Value Proposition Summary:

A sandal that brings together **orthopedic comfort** and **boho chic style**, made for women who want to walk freely without giving up beauty and detail. Perfect

The ad copys bro:

Dolori ai piedi che rovinano le tue giornate?

La soluzione è più vicina di quanto pensi.

✦ Suola ortopedica che sostiene ogni passo

✦ Design boho elegante e artigianale

✦ Tomaia regolabile per adattarsi perfettamente

☀ Non aspettare che il dolore peggiori — scegli Clara oggi stesso e cambia le tue giornate!

👉 Ordina ora prima che esaurisca! ⚠

Ti senti spesso stanca, anche solo dopo una camminata?

Questa sandalo è stata pensata per te.

👉 Allevia la pressione e il dolore plantare

🌈 Design unico e colorato stile Ibiza

👉 Leggerezza e flessibilità tutto il giorno

💚 È il momento di dire basta ai limiti fisici!

🛒 Acquista subito — le scorte stanno finendo! 📌

Stanca di sacrificare lo stile per il comfort?

Ora puoi avere entrambi!

Sample Ad Copies

Real Estate Webinar Campaigns (Lead Generation)

Results	Cost per result	Budget	Amount spent	Clicks (all)	CPC (all)
452 [2] WEB-REG	\$8.91 [2] Per WEB-REG	\$172,683.29 Lifetime	\$4,027.87	9,030	
370 [2] WEB-REG	\$13.15 [2] Per WEB-REG	Using ad set budg...	\$4,865.23	5,514	
Multiple conversions	Multiple conversions		\$8,893.10 Total Spent	14,544 Total	

Performing Campaign Sample

Ad Spend Start Date	Webinar / Ad Spend End Date	Sales Start Date	Sales EndDate	PAID ROAS	Ad Spend	LEADS	ATTENDANCE	CPL	ATTENDANCE RATE
					All Ad Spend	27,718.00	9,186	\$6.69	33%
September 28	October 3	October 3	October 8	5.40	2,999.99	285	206	\$10.53	72%
September 28	October 3	October 4	October 8	1.80	2,999.99	290	69	\$10.34	24%
October 12	October 17	October 17	October 22	1.54	3,499.82	589	89	\$5.94	15%
October 12	October 17	October 18	October 22	3.08	3,499.82	401	207	\$8.73	52%
October 26	October 31	October 31	November 5	2.70	2,999.87	396	180	\$7.58	45%
October 26	October 31	November 1	November 5	3.60	2,999.87	402	107	\$7.46	27%
November 2	November 7	November 7	November 12	3.60	2,999.97	438	151	\$6.85	34%
November 2	November 7	November 8	November 12	2.70	2,999.97	405	140	\$7.41	35%
November 16	November 21	November 21	November 26	2.31	3,499.89	496	183	\$7.06	37%
November 16	November 21	November 22	November 26	3.08	3,499.89	418	119	\$8.37	28%
November 23	November 28	November 28	December 3	1.54	3,499.94	526	176	\$6.65	33%
November 23	November 28	November 29	December 3	1.54	3,499.94	460	125	\$7.61	27%
December 7	December 12	December 12	December 17	1.54	3,499.93	691	228	\$5.07	33%
December 7	December 12	December 13	December 17	3.86	3,499.93	500	166	\$7.00	33%
December 21	December 26	December 26	December 31	24.68	3,062.48	594	202	\$5.16	34%
December 21	December 26	December 27	December 31	18.51	3,062.48	490	180	\$6.25	37%
December 28	January 2	January 2	January 7	65.16	165.63	133	57	\$1.25	43%
December 28	January 2	January 3	January 7	16.30	165.63	26	10	\$6.37	38%
January 25	January 30	January 30	February 4	2.32	3,495.51	350	101	\$9.99	29%
January 25	January 30	January 31	February 4	2.32	3,495.51	340	93	\$10.28	27%

Sample Results (Google Sheet Data Entry)

Learn How To Reduce Your Tax Bill to **Almost 0**
and Beat the IRS at Their Own Game!

JOIN MY FREE MASTERCLASS TODAY!

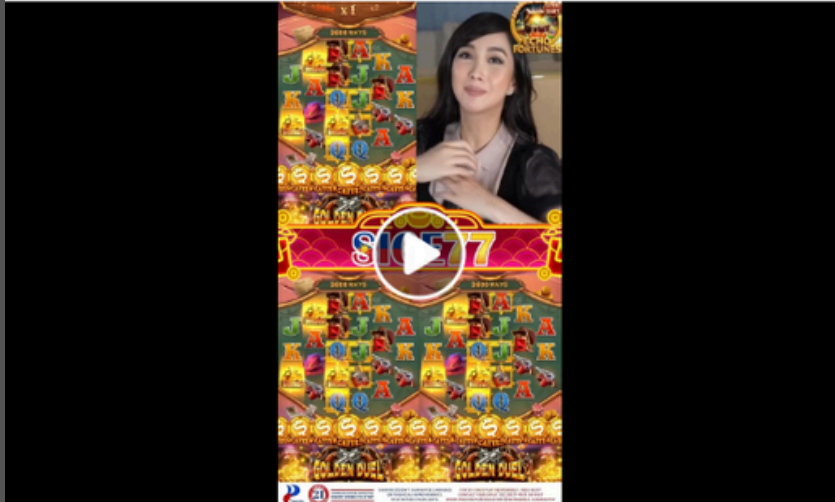
Learn How To Reduce Your Tax Bill to **Almost 0**
and Beat the IRS at Their Own Game!

JOIN MY FREE MASTERCLASS TODAY!

Sample Creatives

Casino Ads

🎁 Exclusive festive promotions stacked for bigger wins! Watch your rewards mul... See more
See translation



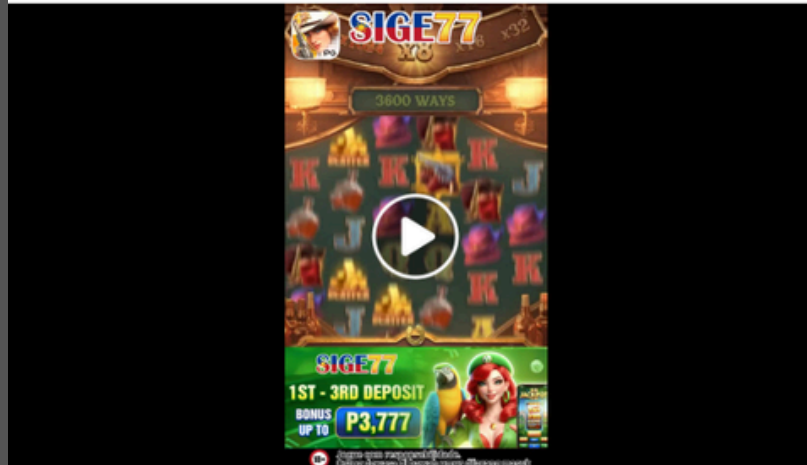
fbgj01.sige77.help
!! "sige77" !! 🙌 SIGN UP NOW & ENJOY! 🎁
★★★★★ 4.9/5.0

175 40

Play game

Detailed description: This is a Facebook advertisement for Sige77. The top part shows a woman in a black top standing in front of a large slot machine interface. The slot machine has 'Sige77' branding and '3600 WAYS' text. Below the woman, there's a play button icon. The bottom part of the ad shows the user profile 'fbgj01.sige77.help', a call to action 'SIGN UP NOW & ENJOY!' with a gift icon, a 4.9/5.0 star rating, and engagement metrics of 175 likes and 40 comments. A 'Play game' button is visible on the right.

🎁 Exclusive festive promotions stacked for bigger wins! Watch your rewards mul... See more
See translation



fbgj01.sige77.help
!! "sige77" !! 🙌 SIGN UP NOW & ENJOY! 🎁
★★★★★ 4.9/5.0

236 113 comments 3 shares

Like Comment Share

Detailed description: This is a Facebook advertisement for Sige77. The main image shows a slot game interface with 'Sige77' branding, '3600 WAYS', and a promotional banner for '1ST - 3RD DEPOSIT BONUS UP TO P3,777'. Below the image, the user profile 'fbgj01.sige77.help' is shown with a call to action 'SIGN UP NOW & ENJOY!' and a 4.9/5.0 star rating. Engagement metrics include 236 likes, 113 comments, and 3 shares. There are buttons for 'Like', 'Comment', and 'Share'.

Register online to receive your exclusive bonus, super high recharge rebate, ... See more



php8.vip
BPHP

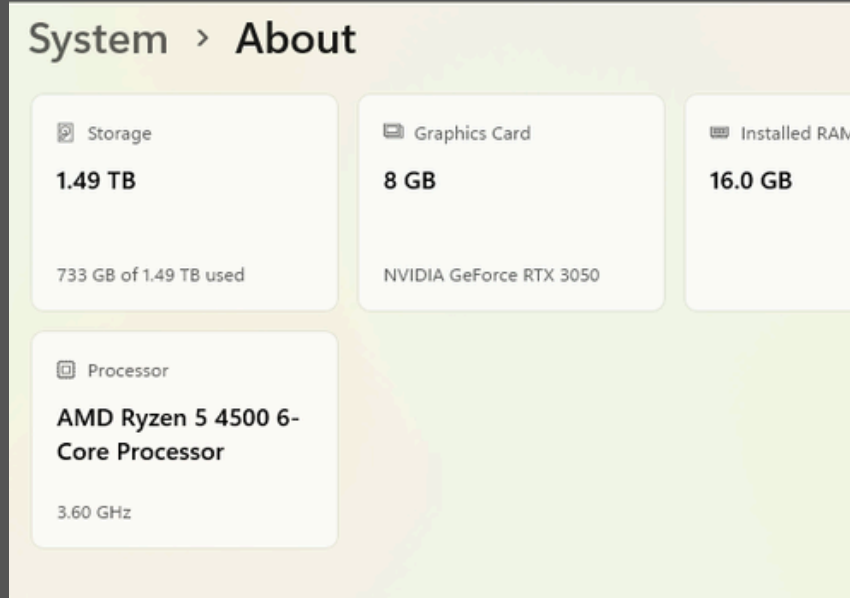
58 156 comments 4 shares

Like Comment Share

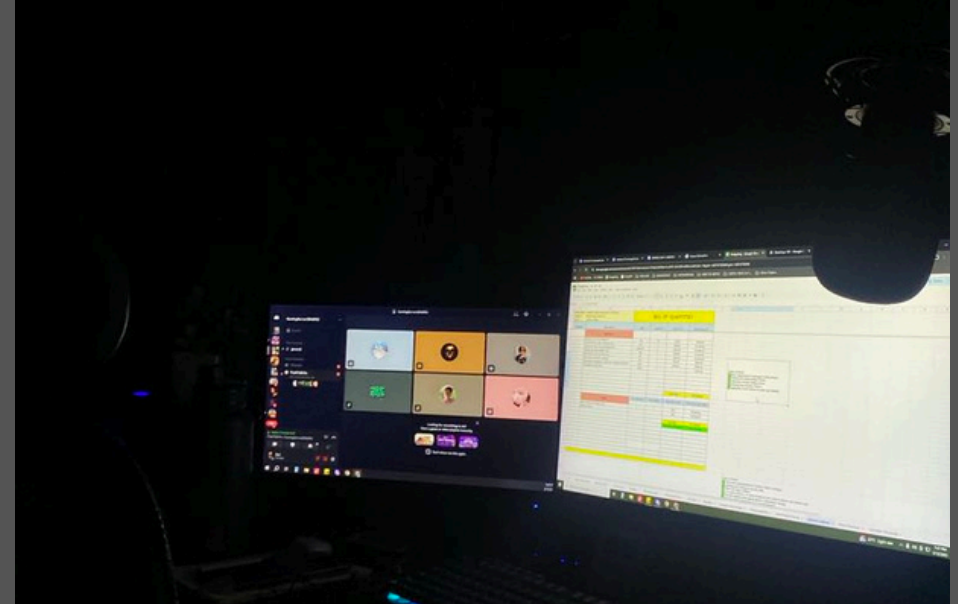
Detailed description: This is a Facebook advertisement for Club PHP. The main image features a purple background with the 'CLUB PHP' logo in white and yellow, and a 'BONUS P88' offer. Below the image, the user profile 'php8.vip' is shown with the name 'BPHP' and a 58% rating. Engagement metrics include 156 comments and 4 shares. There are buttons for 'Like', 'Comment', and 'Share'.

Sample Ads

Personal Computer Specs and Works Space



PC Specs

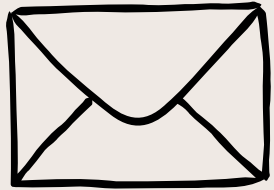


Work Space

Certificates



Contact Me.



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