

# JJ JAGGERS

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## PAID SEARCH SPECIALIST

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**Google Ads · B2B Lead Generation · Conversion Tracking · Campaign Optimization**

Pitched, launched, and ran a company's first Google Ads program — sourcing a 160-location national franchise account on under \$800 a month, at 6–7% campaign CTR. Owns the work end to end: campaign structure, keyword and search-term analysis, conversion tracking, landing pages, and ad creative.

## SKILLS & PLATFORMS

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**Paid Media & Search** Google Ads · Google Ads Editor · Microsoft Ads · Local Services Ads · Google Business Profile · Review management · Smart Bidding & budget pacing · Keyword, competitor & negative-keyword research · Match-type strategy · Ad copy & A/B testing · Dayparting & bid adjustments · SEO · SEMrush

**Analytics & Reporting** Google Analytics 4 · Google Tag Manager · Data Studio (formerly Looker Studio) · Conversion tracking · Call tracking · Campaign source reporting · CPA / CPL / ROAS / CTR analysis · Excel & Google Sheets (pivot tables, VLOOKUP)

**Landing Pages & Creative** Landing page build & conversion-path testing · WordPress · HTML, CSS, JavaScript for tracking implementation · Ad creative production (Adobe Photoshop, Illustrator)

**MarTech** HubSpot (migration & configuration) · GoHighLevel · Campaign reporting

## EXPERIENCE

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### **Paid Search Consultant — Rocinante Marketing LLC**

*May 2025 – Present | Bedford, TX | Paid search, local search, and lead capture for local service businesses*

- Rebranded and relaunched a martial arts school site, increasing form-fill leads **2.5x year over year** and earning **#1 organic ranking** for “Taekwondo Arlington TX” through design, conversion-path, and on-page changes.
- Design and produce ad creative and landing pages in-house, testing offers and messaging against lead quality rather than click volume.
- Build lead capture and follow-up systems — landing page forms, lead routing, and automated sequences in GoHighLevel.

### **Sr. Marketing Project Lead (Paid Search & Digital Advertising) — Federal Heath Sign Company**

*2018 – 2025 | DFW | B2B lead generation, conversion tracking, CRM, web*

- Sourced Comet Cleaners — a **160+ location national franchise account** — entirely through paid search on a campaign averaging under \$800/month, generating an estimated six-figure recurring annual revenue stream in signage and maintenance.
- Proposed and launched the company's first Google Ads program in 2024 after building the business case through SEMrush keyword and competitor research; managed the channel May 2024 – May 2025, from pitch through execution.
- Built and managed Google Ads search campaigns for B2B lead generation — campaign structure, keyword research, negative-keyword management, match-type strategy, ad copy testing, dayparting, and bid adjustments.
- Implemented campaign tracking across Google Tag Manager, GA4, and HubSpot form submissions, connecting inbound leads to the campaigns that produced them.
- Diagnosed account anomalies and tested hypotheses against performance data — identifying impression collapse from search-volume changes, brand-collision keywords draining spend, and day-of-week engagement patterns that informed scheduling and bid strategy.
- Sustained **6–7% campaign CTR** across a year of management, with top niche keywords reaching 13–17% CTR; produced a qualified enterprise lead at approximately **\$647 CPL**.
- Migrated the company CRM from SharpSpring to HubSpot and owned configuration, connecting campaign source data to the sales pipeline for lead-quality visibility.
- Targeted “national signage company” in site content, structure, and metadata using SEMrush and Google Ads keyword and competitor research; ranked for the term that brought Kubota inbound with no prior contact — a lead marketing attributed to

the site update and sales closed into a **\$750K+ annual national account**.

- Designed and built the company website across five divisions, handling design, layout, and front-end build with a copywriter, and improving landing page UX and conversion paths.

### **Marketing Specialist — Federal Heath Sign Company**

2016 – 2018 | Euless, TX

- Shifted the team from list purchasing to permission-based acquisition, reducing a **30,000-record contact database to roughly 10,000 validated contacts** through data sanitation and list hygiene.
- Partnered with IT to implement **SPF, DKIM, and DMARC** email authentication, improving deliverability and protecting sender reputation.

### **Web Designer / Producer — Natural Wellness USA / Veria**

2008 – 2010 | Arlington, TX

- Designed and coded landing pages and an Amazon storefront; maintained a **1,200+ SKU** product catalog supporting **\$500K** in Amazon sales.

**Earlier:** UX Designer (Contract), Aperia — 2016 | Dallas, TX. Web Production Analyst, Hilton Hotel Corporation — 2007–2008 | Dallas, TX (SEO content across Hilton brands).

### **CERTIFICATIONS**

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Google Ads Search Professional (2026) · Google Ads Measurement (2026) · Google Analytics 4 (2026) · Microsoft Advertising Certified Professional (2026)

### **PROJECTS**

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**PocketPPC** (pocketppc.com) — independent paid-search reference project covering PPC history, auction mechanics, strategy, and measurement.

### **EDUCATION**

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Bachelor of Fine Arts, Visual Communications — The University of Texas at Arlington, 2015