

SHANE LEE EVANS

PERFORMANCE LEAD // PPC, CRO & PAID MEDIA

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Performance marketing specialist with years of experience managing six-figure monthly media budgets across PPC, paid social, CRO and lead generation. I own the full acquisition lifecycle: strategy, tracking infrastructure, creative, conversion optimisation and the commercial layer. Particular strength in server-side tracking, Enhanced Conversions and getting Smart Bidding working on clean, complete data.

PROFESSIONAL EXPERIENCE

Switcheroo 2026 – Present

Performance Lead (PPC, CRO & Affiliates)

Lead performance strategy across PPC, CRO and affiliate growth for a UK energy and utilities comparison platform. Own paid acquisition across energy, mobile and broadband products, build reporting frameworks around CPL, CVR and revenue, and lead the migration from GTM-based tracking to server-side infrastructure with offline conversion imports and Enhanced Conversions.

Lead 365 Sep 2024 – 2026

Digital Marketing Manager (prev. PPC Manager)

Led digital acquisition for a high-volume lead generation business, managing large media budgets across Google, Microsoft and Meta Ads. Generated leads for suppliers including British Gas, Scottish Power, Sky, Virgin Media and Three. Built Looker Studio reporting, ran GA4/GTM, consent mode, Enhanced Conversions and server-side tracking, and mentored junior media executives.

Journey Nov 2023 – Sep 2024

Senior Digital Marketing Executive

Delivered paid search, paid social, SEO, tracking and reporting across a portfolio of hotel chains and hospitality brands. Drove direct bookings through Google and Meta Ads, ran keyword research and SEO, and built GA4 and Looker Studio reporting.

Platform Apr – Oct 2023

Digital Marketing, Graphic, Social & Web Designer

Built websites and ecommerce on WordPress and Shopify for in-house brands and partner campaigns including Formula One, Aston Martin, Elle Sport, Isle of Man TT, Corona and Budweiser. Delivered web, graphic and social content across consumer-facing channels.

Cube International / Partnership Jun 2021 – Apr 2023

Graphic, Social & Web Designer

18+ months across a global sports and events marketing agency working with Aston Martin F1, FIFA, UEFA, Formula E, LIV Golf, The FA, The Jockey Club, Corona and Budweiser. Website builds, campaign assets, event graphics and brand-led social content.

Gardiner Bros Aug 2020 – May 2021

Website Design Optimiser / Brand Marketing

Shopify optimisation and CRO across global footwear brands including Hush Puppies, Crocs, Skechers, Merrell, Cat Footwear and Muck Boots. Improved conversion rates, AOV and ecommerce performance through UX, checkout and product page work.

Social Genie Ltd Aug 2020 – Ongoing

Founder & Freelance Marketing Consultant

Independent consultancy run alongside full-time work, providing digital marketing, web design, ecommerce and brand services to small businesses and startups. Shopify and WordPress builds, paid media management, social strategy and brand identity.

CORE SKILLS

PERFORMANCE & PAID MEDIA

Google Ads · Microsoft Ads · Meta Ads · PPC Strategy · Paid Search · Paid Social · Lead Gen · CRO · Landing Page Optimisation · Bid Strategy · Budget Management · Ad Copywriting · Audience Strategy

TRACKING & ANALYTICS

GA4 · Google Tag Manager · Server-Side Tracking · Enhanced Conversions · Consent Mode v2 · Offline Conversion Imports · CRM Integration · LeadByte · Looker Studio · Reporting & Forecasting

ECOMMERCE & WEB

Shopify · Shopify CRO · Product Page Optimisation · WordPress · Wix · Squarespace · Web Design · UX · Adobe Creative Suite

AI TOOLS

Claude · ChatGPT · Gemini · Copilot · Performance Max · Demand Gen · AI-Driven Bidding · Prompt Engineering

STRATEGY & LEADERSHIP

Campaign Strategy · Budget Planning · Team Mentorship · Stakeholder Management · CPA Negotiation · Partner & Affiliate Management

KEY BRANDS

British Gas · Scottish Power · Sky · Virgin Media · Three · O2 · Aston Martin F1 · Formula One · FIFA · UEFA · Formula E · LIV Golf · The FA · Corona · Budweiser · Hush Puppies · Crocs · Skechers · Merrell

EDUCATION

BSc (Hons) Digital Media

University of Gloucestershire · First Class