

## Dwight Campbell

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### Education

#### **BOSTON UNIVERSITY**

Master of Business Administration (MBA), Marketing  
Master of Communications coursework in Advertising Management

Boston, MA  
May 2012

#### **UNIVERSITY OF PENNSYLVANIA**

Bachelor of Arts (BA), Psychology

Philadelphia, PA  
May 2005

#### **FATIMA COLLEGE**

Advanced Level Certification: Math, Physics, Accounting

Port of Spain, TTO  
May 2001

### Experience

#### **KOGNETA**

##### **Social & Google Ads Analyst**

Plan, execute and optimize lead generation campaigns on Facebook, Instagram and the Google ad network. Conduct comprehensive Google ad account audits identifying opportunities to improve account, campaign, ad group and creative setups. Create detailed advertising reports utilizing Google Data Studio, highlighting key metrics and providing valuable insights to meet and exceed KPI targets.

Toronto, ON (Remote)  
Nov 2021 - Present

#### **LONSDALE SAATCHI & SAATCHI**

##### **Paid Media Manager**

Plan, execute and optimize digital media campaigns on Facebook, Instagram, Twitter, LinkedIn and the Google ad network. Analyze campaign results and present findings to clients and internal teams. Manage internal data and develop benchmarks for media KPIs. Coordinate the training of internal media staff in digital ad placement and reporting.

Port of Spain, TTO  
Dec 2018 - Nov 2021

#### **MCCANN WORLDGROUP**

##### **Strategic Planner**

Designed communication strategies for multi media ad campaigns. Headed the local Truth Central research term, and oversaw the execution of focus groups and consumer surveys.

Port of Spain, TTO  
Jan 2014 - June 2017

#### **BOSTON BIOTECH CLINICAL RESEARCH**

##### **Business Development Associate (Intern)**

Developed and executed an inbound marketing strategy to increase website traffic and lead generation for clinical trial consultations. Supported the web development team in the redesign of the company's website and streamlining of the SEO strategy.

Cambridge, MA  
Jun 2011 - May 2012

**CMB COMMUNICATIONS**

Port of Spain, TTO

**Copywriter**

Sep 2006 - June 2010

Conceptualized ideas and developed advertising copy for various television, radio and print advertising campaigns.

**CROSSBORDER SOLUTIONS**

New York, NY

**Business Analyst**

Aug 2005 - June 2006

Performed comparative analyses of the operations, pricing and profitability of various multinational corporations. Drafted transfer pricing reports which summarized the recommended costs for the intercompany transfer of goods and services.

**Research Experience****LUCKY BY DESIGN**

Boston, MA

**Assistant Writer / Researcher**

June 2011

Conducted interviews and wrote case studies for the book, Lucky by Design. Lucky by Design was written by Boston University professor, Beth Goldstein, and explored the role of luck in entrepreneurial success.

**Volunteer Activities****PENN ALUMNI INTERVIEW PROGRAM**

Trinidad and Tobago

**Interviewer / Ambassador**

Jan 2015 - Present

Interview prospective students from Trinidad and Tobago who are in the process of applying for the University of Pennsylvania.

**Skills, Interests & Certifications**

**Certifications:** Google Ads Search Certification, Google Ads Display Certification, Google Ads Video Certification, Shopping Ads Certification, Google Advanced Omnichannel Certificate, LinkedIn Marketing Fundamentals, Google Analytics for Beginners, Optmyzr Certification - PPC Reporting and Optimisation, Google Tag Manager Fundamentals, Introduction to Data Studio.