

George Aguilar

Google Ads · Landing Pages · Conversion Tracking · AI-Assisted Marketing Ops

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SUMMARY

Hands-on Google Ads operator with 10+ years in lead generation, now open to remote or hybrid roles. I own the full path from search query to qualified lead: campaigns, landing pages, and conversion tracking. Lately I've been using AI and APIs to ship pages faster, check tracking, and automate QA and reporting—so one person can build and improve systems that used to need a whole team.

SELECTED RESULTS

- **TaxRise:** Built Google Ads from \$0 to ~\$35K/day (~\$1M/month managed) across 22 Search campaigns; paid search became a primary, profitable acquisition channel
- Qualified tax-relief cases at roughly **\$400–\$600** cost per case at peak; ~200–300 net-new cases/month
- **+210%** conversion rate and **+126%** CTR during scale
- Built public multi-market landing systems (EN/ES) with GTM tracking for legal lead generation

EXPERIENCE

Digital Marketing & Growth Lead (Google Ads) — Insider Accident Lawyers

Jan 2026 – Jun 2026 · Los Angeles / Remote

- Ran Google Ads in a high-CPC personal-injury vertical focused on call quality and signed cases
- Built and iterated landing pages quickly (Cursor + GitHub + Vercel) without a separate web team
- Connected GTM and call tracking so budget followed what intake actually closed

Performance Marketing Specialist — Unbiazed LLC.

Oct 2025 – Jan 2026 · Greater Los Angeles

- Rebuilt underperforming Google Ads, Analytics, and Tag Manager setups across Search, PMax, and Display
- Mentored 5–6 junior specialists; partnered on landing-page conversion flow for healthcare and lead-gen accounts

Digital Marketing Specialist — DrBalcony

Aug 2025 – Nov 2025 · Irvine, CA

- Paid search rebuild: 50%+ CTR lift, 40–50% CPC drop, and record lead volume within two weeks
- Wired Salesforce ↔ Google Ads lead-quality feedback; used AI-assisted workflows for landing-page tests

Google Ads Specialist — TaxRise

Oct 2023 – Sep 2024 · Irvine, CA

- Cold-started paid search into a primary acquisition channel in a compliance-heavy tax-relief vertical
- Scaled to ~\$35K/day managed spend; owned campaigns, landing pages, and downstream tracking end-to-end

Certified Google Ads / SEO Specialist — Hungry Ram

Dec 2022 – Jan 2024

- Google Ads and SEO for e-commerce and service brands (Playboy Apparel licensed store, legal, HVAC, healthcare)

Google Ads / SEO Specialist — Hailey Sault (Google Partner agency)

Jan 2022 – Dec 2022

- Paid search and SEO for healthcare patient-acquisition accounts (The Emily Program, LHC Group)

Earlier roles (selected)

- **AmeriPharma** (2021–2022): 5× organic traffic; +70% referral traffic
- **Magic Jump, Inc.** (2019–2020): revenue +36%, AOV +113%
- **Independence Ranch** (2014–2018): large-scale PPC/SEO foundation

SKILLS

Google Ads · Microsoft Ads · GA4 · GTM · CallRail · Landing pages / CRO · Next.js · HTML/CSS/JS · AI-assisted builds & QA · APIs for research, reporting, and campaign operations · CRM lead feedback · Bilingual EN/ES builds

EDUCATION & CERTIFICATIONS

B.A., Political Science — UC Riverside

Google Ads Search, Display, Measurement · Google Analytics IQ · Google Tag Manager · HIPAA Officer (2025)