

Frank Rivera

PAID SOCIAL & PERFORMANCE MARKETING STRATEGIST

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Nine years planning full-funnel paid social for national brands and agencies — mapping the funnel, optimizing campaigns in-flight, and proving the lift with incrementality. Deep experience driving streaming sign-ups and tune-in for major live-sports properties across Meta, TikTok, Snap, Reddit, Pinterest, and X.

9+ YEARS IN PAID SOCIAL	\$16M+ ANNUAL MEDIA BUDGET	1.4B+ PAID IMPRESSIONS DELIVERED	6 PLATFORMS RUN IN MARKET
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Experience

Senior Account Manager2026 – Present

- Lead strategic planning and performance analysis for premium live sports, translating viewership, audience, and spend data into go-forward investment strategy.
- Drive real-time optimization using third-party research studies alongside in-platform performance data; ran brand-lift and tune-in studies that drove incremental performance lifts of 40% year over year.
- Helped a national restaurant brand's campaign around a major global sporting event drive up to ~69% incremental in-store visit lift, at under \$1 average cost per incremental visit.

40% YoY brand lift · ~69% incremental visit lift (campaign high) · 130%+ QoQ budget scale on a full-funnel campaign

Campaign Planning & Strategy Manager2025 – 2026

- Partnered with internal sales and external agency teams to develop data-driven strategies for premium advertising campaigns; presented measurement results that drove 21% incremental budget QoQ.
- Improved app-campaign efficiency (CPI) by 75% using SKAN best practices, enabling a 123% QoQ budget scale.
- Led real-time bid and budget optimization on app-install campaigns, cutting CPA by 30% while growing budgets 10% MoM; planned upper-funnel strategies generating 30M+ monthly unique users.

123% QoQ budget scale · 75% app CPI efficiency gain · 30M+ monthly unique users reached

Marketing Manager2024 – 2025

- Executed bid testing and scaling strategies that decreased CPC by 17% and CPA by 30%, improving ROAS efficiency.
- Improved brand-lift study results by 20% through smarter campaign structuring; oversaw end-to-end execution of major seasonal promotional campaigns (Black Friday / Cyber Monday) across the full paid-social mix.
- Ran tune-in studies across paid-social partners to measure the impact of paid efforts for live sports.

30% CPA reduction · 17% CPC reduction · 20% brand-lift improvement

Paid Social Specialist2021 – 2024

- Managed and executed high-visibility full-funnel campaigns across major national sports and entertainment properties.
- Outperformed CPA targets by 15% by leveraging audience insights and iterative creative testing.
- Owned app campaigns across paid social, the App Store, and Google UAC — growing app-install rates 25% month over month.

\$11M annual media budget managed · 850M+ paid impressions annually · 15% CPA outperformance vs. target

Growth Marketing Coordinator

2019 – 2021

- Executed the order process end to end, ensuring campaigns met required audience-rating benchmarks against ordered impressions.
- Delivered a 98% full-delivery rate by proactively managing optimizations and in-flight order changes against pacing and CPMs.
- Partnered with operations and account teams to troubleshoot creative errors and data discrepancies.

\$5M annual media budget managed • 550M+ paid impressions annually • 98% full campaign delivery rate

Account Coordinator

2017 – 2019

- Executed order processing and campaign trafficking across a media sales organization — the start of a career in media.
- Collaborated cross-functionally with operations and sales teams to resolve delivery and creative issues quickly.

Live Sports for Streaming

Paramount+

NFL on CBS • UEFA Champions League • UFC • PGA Championship

In market from the streaming launch. Developed paid-social acquisition and tune-in strategies that are still in use today.

HBO Max

NBA • MLB • NHL

In market from the streaming launch. Ran the A/B testing program that shaped creative and audience strategy.

Capabilities

PLATFORMS Meta • TikTok • Snap • Reddit • Pinterest • X

MEASUREMENT Digital measurement & attribution • Brand lift & incrementality • Media mix modeling • SKAN & MMPs (AppsFlyer, Kochava) • Data analysis

STRATEGY Full-funnel campaign management • Client relationship management • Media planning • Lifecycle funnel optimization • Subscriber acquisition • Revenue growth

Education

B.S. Business Marketing — California State University, Northridge

2012–2015 • American Marketing Association, contributing member