

# BARBARA COLAR

## Full-Funnel Digital Marketing Strategist

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### SUMMARY

Digital marketing strategist with hands-on experience managing 50+ accounts across Meta, Google, and eCommerce platforms. I specialize in making fragmented systems make sense - structuring campaigns, improving lead quality, and aligning spend with actual outcomes. I don't just run ads - I look at the whole flow: traffic, message, conversion, and what's actually working underneath.

### EXPERIENCE

#### ○ Ads Strategist / Paid Media 2022 - Present

Agency / Client Work

- Managed and optimized 50+ ad accounts across Meta, Google Ads, LinkedIn, and Shopify
- Built and restructured campaign systems for both lead gen and eCommerce
- Improved cost per lead (CPL) from ~\$100 → ~\$20 on aesthetic campaigns (depending on account conditions)
- Delivered low-budget performance wins
- Structured full campaign flows to improve lead quality, not just volume
- Identified inefficiencies and gaps in campaign setups, attribution, and targeting
- Coordinated with teams across creatives, account managers, and developers

#### ● Web & Funnel Experience 2015 - Present

- Built and managed websites and landing pages across: WordPress, Shopify, BigCommerce, GoHighLevel, ClickFunnels, HubSpot landing pages
- HubSpot landing pages: conversion rates, lead quality, user flow

### APPROACH

- Diagnose before scaling (what's wasteful, misleading, or misaligned)
- Build structure before adding complexity
- Focus on signal over noise (real outcomes vs vanity metrics)
- Adjust strategy based on constraints (budget, access, compliance)

### EDUCATION

#### Notre Dame of dadiangas University

Bachelor of Science in Nursing  
2007 - 2009

Bachelor of Science in Information Technology  
2009 - 2010

### TOOLS & PLATFORMS

- Meta Ads (Facebook / Instagram)
- Google Ads (Search, PMax, Demand Gen)
- LinkedIn Ads
- GA4
- Shopify / BigCommerce
- CallRail / HubSpot / GoHighLevel
- WordPress
- AI tools for analysis, structuring, and creative direction

### STRENGTHS

- Systems thinking across full funnel
- Ability to spot inefficiencies quickly
- Comfortable working with incomplete or messy data
- Balancing structure with real-world constraints
- Clear, grounded communication (no fluff reporting)