

# BARBARA COLAR

**Full-Funnel Digital Marketing Strategist | Paid Media | Marketing Operations**

General Santos City, Philippines

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## PROFESSIONAL SUMMARY

Full-funnel digital marketing strategist with hands-on experience managing and optimizing 50+ ad accounts across Meta, Google Ads, LinkedIn, Shopify, and eCommerce platforms. Skilled in campaign strategy, paid media optimization, funnel structure, lead generation, reporting, website and landing page support, and diagnosing performance gaps across fragmented marketing systems.

Experienced in working with agencies, service-based businesses, eCommerce brands, and small-budget campaigns where strategy must account for real-world constraints such as limited spend, incomplete tracking, access issues, creative limitations, compliance concerns, and lead quality problems. Strong ability to identify inefficiencies, restructure campaigns, improve lead flow, and communicate performance insights clearly without fluff.

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## CORE SKILLS

- Paid Media Strategy
  - Meta Ads Management
  - Google Ads Support
  - LinkedIn Ads
  - Full-Funnel Campaign Strategy
  - Lead Generation Campaigns
  - eCommerce Campaign Support
  - Campaign Audits and Restructuring
  - Landing Page and Funnel Review
  - Website and Funnel Management
  - Marketing Operations
  - Performance Reporting
  - Client Communication
  - Creative Direction
  - Conversion Flow Analysis
  - Lead Quality Improvement
  - Budget-Conscious Campaign Planning
  - Cross-Functional Team Coordination
  - AI-Assisted Analysis and Workflow Structuring
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## PROFESSIONAL EXPERIENCE

### Ads Strategist / Paid Media Specialist

#### Agency and Client Work

**2022 – Present**

- Managed, monitored, and optimized 50+ ad accounts across Meta, Google Ads, LinkedIn, Shopify, and eCommerce platforms.
- Built and restructured campaign systems for lead generation, eCommerce, awareness, remarketing, and full-funnel campaign flows.
- Improved campaign structure by identifying wasteful spend, weak audience logic, unclear funnel stages, attribution gaps, and misaligned campaign objectives.
- Supported campaigns across industries including aesthetic clinics, home care, dog nutrition, local services, healthcare-adjacent businesses, and eCommerce brands.

- Improved cost per lead on aesthetic campaigns from approximately \$100 to approximately \$20, depending on account conditions, offer, budget, and tracking setup.
- Created campaign strategies for low-budget accounts by prioritizing signal quality, audience sequencing, creative testing, and practical optimization steps.
- Reviewed campaign performance data to diagnose issues related to targeting, budget constraints, creative fatigue, lead quality, tracking limitations, and conversion flow.
- Structured full-funnel ad systems across top-of-funnel, middle-of-funnel, and bottom-of-funnel campaigns to improve lead quality and not only lead volume.
- Coordinated with creative teams, account managers, developers, and client-facing teams to align campaign setup, messaging, landing pages, and reporting.
- Prepared clear internal notes, campaign observations, and client-facing summaries that explained performance issues, recommended next steps, and identified dependencies.
- Used AI tools to support analysis, campaign structuring, creative direction, reporting, and workflow organization while maintaining strategic oversight.

## Web and Funnel Specialist

### Freelance / Client Work

2015 – Present

- Built, updated, and managed websites and landing pages across WordPress, Shopify, BigCommerce, GoHighLevel, ClickFunnels, and HubSpot landing pages.
- Supported website and funnel updates related to campaign launches, landing page testing, lead capture flow, content updates, and conversion improvement.
- Reviewed landing pages for message alignment, user flow, conversion barriers, form structure, and lead quality concerns.
- Worked on HubSpot landing pages, including page updates, conversion flow review, and lead quality considerations.
- Assisted with domain, hosting, email, and platform integrations for websites and marketing systems.
- Coordinated with developers, designers, and business owners to complete website updates, troubleshoot issues, and maintain project progress.
- Reviewed digital assets for visible and subtle issues before launch, including formatting, functionality, content accuracy, and user experience problems.
- Supported social media content, email marketing, basic graphic design, project coordination, hiring support, invoicing, and administrative operations as needed.

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## SELECTED ACHIEVEMENTS

- Managed and optimized 50+ digital advertising accounts across paid media and eCommerce platforms.
- Improved cost per lead from approximately \$100 to approximately \$20 on selected aesthetic campaigns.
- Built campaign structures for both lead generation and eCommerce accounts.
- Developed full-funnel campaign flows focused on improving lead quality, not only increasing lead volume.
- Identified inefficiencies in campaign setup, targeting, attribution, landing pages, and reporting.
- Helped translate messy or incomplete performance data into clear next steps for internal teams and clients.
- Supported both paid media and website/funnel execution, allowing strategy to connect across traffic, messaging, landing pages, and conversion.

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## TOOLS AND PLATFORMS

- Meta Ads Manager
- Google Ads
- LinkedIn Ads
- Google Analytics 4
- Shopify
- BigCommerce
- WordPress
- HubSpot
- GoHighLevel
- ClickFunnels
- CallRail

- Canva
  - Adobe Photoshop
  - Adobe Illustrator
  - Google Workspace
  - AI Tools for Analysis, Structuring, and Creative Direction
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## **EDUCATION**

### **Bachelor of Science in Nursing**

Notre Dame of Dadiangas University  
2007 – 2009

### **Bachelor of Science in Information Technology**

Notre Dame of Dadiangas University  
2009 – 2010

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## **PROFESSIONAL STRENGTHS**

- Strong systems thinking across full-funnel marketing.
- Able to spot inefficiencies, gaps, and misalignment quickly.
- Comfortable working with incomplete, messy, or inconsistent data.
- Skilled at balancing strategic structure with real-world constraints.
- Clear, grounded communicator with a practical reporting style.
- Able to connect campaign performance with funnel flow, lead quality, and business context.