

Chris Gorman

Senior Paid Search & SEM Manager

\$22M Google & Microsoft Ads Programs · Value-Based Bidding · Marketing Automation & Tool-Building

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Senior paid search specialist with nearly a decade running a \$22M-per-year Google and Microsoft Ads program, plus hands-on e-commerce paid search for my own Shopify brand. Strong in value-based and conversion bidding tuned for lifetime value over cheap clicks, and known for building the analytics tools and automations that beat platform defaults and make the whole team faster. Backed by a Decision Support Systems degree and the technical range to turn marketing problems into working systems.

EXPERIENCE

Founder & E-commerce Marketing / Lake Life Designs

2019 – Present

Solo-built e-commerce apparel brand for underserved lake communities — owning product, store, ads, and analytics end to end. lakelifedesigns.com

- Spotted an underserved niche and created map-shape designs for 250+ lakes, building a Shopify store that peaked around \$5K in weekly sales.
- Run Google Ads and Shopping campaigns for the store end to end, from keywords and product feeds to conversion tracking, applying the same ROAS-minded, value-based approach at small-business scale.

Paid Search Manager / Commissions Inc. (CINC)

2017 – 2026

Largest individual paid search book on the team, blending strategy, client-facing account management, and tool-building that made the whole team faster.

- Managed \$22M in annual ad spend across roughly 3,000 Google and Microsoft Ads campaigns for lead generation (Southeast US real estate) — the largest individual book on the team and a consistent top performer.
- Ran value-based and conversion bidding (Enhanced CPC, target CPA, and conversion-value) as the program default, launching on manual bidding to establish spend, then transitioning to automated bidding.
- Engineered custom value signals on top of platform automation, analyzing lead quality by time of day and bidding toward the leads most likely to convert and hold value — contributing to the program's industry-leading cost-per-lead rather than chasing the cheapest clicks.
- Built decision-support and automation tools still in daily use years later: a market-benchmarking engine, a geo and keyword recommendation tool the sales team used to close accounts, and reporting automation that cut a 5-to-10-minute report to about a minute.
- Used AI to write and refine JavaScript automations, including one-click form-fill tools that cut repetitive 5-to-30-minute tasks to under a click for a team of 10, targeting exact page elements so the scripts ran reliably.
- Learned Google Ads' opaque account-suspension and appeals process in depth, filing hundreds of appeals and using AI to iterate on what actually restored flagged accounts — know-how that maps directly to Google-restricted categories.

Web Analyst / Manhattan Associates

2013 – 2017

- Owned company-wide web analytics: goal and funnel configuration, tracking implementation, and segmented reporting across international sites.
- Led SEO strategy across international sites and managed and optimized PPC campaigns and web content across multiple properties.

EARLIER EXPERIENCE

Search Engine Marketing Specialist, AT&T. Managed 500+ Google and Microsoft Ads campaigns and built 500+ landing pages for a national sales team, with weekly performance reporting through Salesforce.

Marketing & Design Manager, Promarketing Inc. Built SEO and SEM products and 40+ websites, and served as the liaison between leadership and developers, translating business ideas into working systems.

SKILLS

PAID SEARCH

Google Ads, Microsoft/Bing Ads, Google Shopping & e-commerce campaigns, value-based & conversion bidding (tROAS, target CPA, Smart Bidding value rules), Enhanced CPC, keyword research, geo-targeting, ad copy, conversion optimization, dayparting & value-signal engineering, account suspension & appeals.

AUTOMATION, TOOL-BUILDING & AI

JavaScript, HTML/CSS, SQL/MySQL, Excel & VBA macros, make.com, PHP, internal decision-support tools; building tools and automations with LLMs (ChatGPT, Claude), prompt engineering, multi-step workflows with structured (JSON) output.

EDUCATION

B.S., Business Information Technology — Decision Support Systems concentration, Virginia Tech.

ANALYTICS & BI

Google Analytics, analytics governance (goals, funnels, tracking), segmented reporting, custom benchmarking dashboards, Looker (working knowledge).

SYSTEMS

Salesforce, Shopify, decision-support system design, WordPress.

CERTIFICATIONS

Google Ads Certified · Microsoft Advertising (Bing) Certified.