Sebastian Salazar

MEDIA BUYER

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Professional Summary

Performance Media Buyer with 9+ years of experience running paid social and search campaigns for DTC and e-commerce brands, with advanced expertise in Meta Ads, working knowledge of Google Ads, and foundational experience with TikTok Ads. Currently managing ~$220K/month in Meta Ads spend across a 5-brand portfolio at NuReach Media, delivering a blended 4.8x ROAS and $6.4M+ in attributed revenue since March 2026 — a step up from managing sub-$50K monthly budgets in prior roles. Skilled in data-driven budget allocation, creative testing, and translating campaign performance into clear strategic recommendations for stakeholders.

Experience

Media Buyer
NuReach Media (Remote)
March 2026 - Present

- Manage ~$220K in monthly Meta Ads spend (Facebook & Instagram) across a 5-brand DTC/e-commerce portfolio, including Sunchill, Wool & Oak, Saranoni, Sand & Charcoal, and Sorella Motion.
- Delivered $6.4M+ in attributed revenue against $1.3M in ad spend since March 2026 — a blended 4.8x ROAS across all managed accounts, with top-performing accounts reaching 8-9x ROAS.
- Drove 22,600+ purchases and 8.9M+ unique users reached across managed accounts through continuous audience segmentation and budget reallocation.
- Consolidated cross-account performance data using Meta Ads Manager and Windsor.ai to identify scaling opportunities and reallocate budget toward the highest-ROAS campaigns.
- Partnered with creative and video teams to run structured A/B testing programs, improving CTR and lowering CPA across multiple brand portfolios.
- Applied AI tools (ChatGPT, Claude, DeepSeek) to accelerate campaign strategy development, ad copy iteration, and performance reporting.

Media Buyer
NexyMedia (Remote)
May 2024 - December 2025

- Implemented performance conversion campaigns for Traffic Arbitrage across Instagram, Facebook, and TikTok with monthly budgets of $40K.
- Achieved a 30% average ROI across managed campaigns.
- Conducted data analysis to inform strategy and decision-making using Meta Ads Reports and Google Sheets.
- Collaborated with video editors and graphic designers on creative strategy for A/B testing and optimization.

Head of Social Media
IslandIA (Remote)
June 2023 - May 2024

- Led the creation and implementation of social media strategies for multiple clients.
- Managed data analysis for strategy execution using Google Sheets and Metricool.
- Oversaw team management and provided training for team members.
- Regularly conducted client calls to present reports and strategic recommendations.

Social Paid Ads Manager
Algofy (Remote)
August 2022 - January 2023

- Managed performance conversion campaigns targeting leads and purchases for US clients with budgets ranging from $3K to $5.5K.
- Performed data analysis using Google Sheets and Supermetrics to optimize campaigns.
- Coordinated customer relationship management, focusing on key KPIs for successful strategies.

Marketplace Key Account Manager
Wondee Global Brands
April 2020 - February 2022

- Managed product catalogs and SEO strategies for Amazon, DOTT, and Ankorstore.
- Implemented Amazon Advertising campaigns with a monthly budget of over €2K.
- Achieved a 95% growth in B2C sales on Amazon during 2020-2021.

Education

Bachelor's Degree in Communications
Universidad Iberoamericana, Ciudad de México | Class of 2016

Master in Digital Marketing
ESIC, Sevilla | 2020-2021

Skills & Abilities

- Digital Advertising: Advanced — Meta Ads (Facebook & Instagram); Working knowledge — Google Ads; Foundational — TikTok Ads, Amazon Ads
- Performance Analytics: Windsor.ai, Meta Ads Manager, Supermetrics, Metricool, Databox, Google Analytics
- Creative & Content Strategy: A/B testing, brand content creation for Meta platforms
- Tools: Microsoft Office (Advanced Excel with pivot tables), Slack, Basecamp, Asana, Notion, Airtable, Trello
- Communication: Intermediate Copywriting, Email Marketing, client-facing reporting
- Languages: Spanish (Native), English (C2)