



— SENIOR GOOGLE ADS SPECIALIST

# Christopher Hoole

16 years managing Google Ads across agencies, in-house and consultancy — hands-on in Search, Shopping, PMAX and Paid Social. Builder of AI-powered optimisation tools.

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● CREATOR — ADS CONTROL TOWER (A.C.T) · AI-POWERED GOOGLE ADS PLATFORM

## PROFILE

I'm a Senior Google Ads Specialist with 16 years of hands-on experience across agencies, in-house teams and my own consultancy. I've managed monthly budgets from £5,000 to £400,000 across every major campaign type, vertical and budget level — B2B and B2C, automotive, luxury travel, financial services and ecommerce. My broader background in paid social, email marketing and funnel building gives me full-funnel context that pure search specialists lack.

*Most recently I have built **Ads Control Tower (A.C.T)** — a proprietary AI-powered Google Ads optimisation platform that automates bid, budget and keyword decisions across 5 campaign types. 75 optimisation rules. 99 monitoring flags. 507 active recommendations. Full human oversight, audit trail and automatic rollback.*

## WORK HISTORY

**Founder & Developer — Ads Control Tower (A.C.T)** 2025 — Present  
Independent

- ▶ Built a proprietary AI-powered Google Ads optimisation platform from scratch
- ▶ 75 rules, 99 monitoring flags, generating 507 live recommendations across 5 campaign types
- ▶ Full audit trail, safety guardrails and automatic rollback — live at [christopherhoole.com](http://christopherhoole.com)

**Paid Ads Account Manager** Nov 2023 — Feb 2026  
Pod Digital Marketing Agency (Contractor)

- ▶ Managed up to 8 clients simultaneously across Search, Shopping and Performance Max
- ▶ Dramatically improved ROAS and inbound lead count across all accounts
- ▶ Introduced new marketing techniques and funnels to all but 1 client
- ▶ Upgraded client analytics and reporting infrastructure across the board

**Digital Marketing Manager** Mar 2022 — Oct 2023  
Virgin Media O2 Business (18 month contract via agency)

- ▶ Created and executed full migration plan to bring all paid ad accounts in-house
- ▶ Designed end-to-end, always-on, omni-channel digital marketing funnel
- ▶ Grew B2B inbound leads from 0 to 2,000 per month

**Digital Marketing Consultant** May 2020 — Feb 2022  
TMW Unlimited Agency (Lexus & Toyota) (6 month contract)

- ▶ Increased traffic to local dealership sites by 500%+ with the same marketing spend
- ▶ Increased lead volume and test-drive requests by over 100%
- ▶ Overhauled Toyota's entire tracking and attribution — removed overinflated conversion data

**Digital Marketing Consultant** Apr 2017 — Apr 2020  
Destinology.co.uk (Luxury Travel)

- ▶ Reduced Google Ads new business CPL from £120 to £45
- ▶ Geo-targeting campaigns targeting HNWI areas (house prices £500k+)
- ▶ Hired, trained and mentored a team of Paid Ads executives
- ▶ Oversaw eCRM migration — reduced costs by 60%+

**Lead Acquisition Manager** Nov 2015 — Mar 2017  
Select Property Group

- ▶ Part of the team that delivered **£35M+ revenue in a single month** — 120% increase on company record
- ▶ High-converting HNWI leads from UK and global markets (HK, Singapore, Dubai, USA, Canada)

**Digital Marketing Manager** Jul 2014 — Oct 2015  
SixStarHolidays

- ▶ Increased lead volume 120% with only a 12% budget increase
- ▶ Reduced paid ads acquisition cost from £100+ to £36
- ▶ Built fastest-growing social media presence in UK travel industry

**CEO & Founder** Jan 2009 — Mar 2014  
Apple Copywriting Agency

- ▶ Built from 1-man operation to 8 in-house + 40+ freelancers
- ▶ Grew revenue from £0 to £800,000 p/a within 2 years

## BY THE NUMBERS



## AVAILABILITY

● Available Immediately

Contract · Freelance · Permanent  
UK-based · Remote globally

## PAID ADVERTISING

Google Ads — Since 2009

Search PMAX Shopping Display

Paid Social

Meta LinkedIn TikTok Twitter/X

Native & Display

Taboola Outbrain Content Syndication

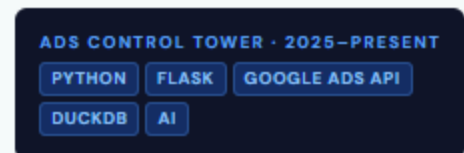
## INDUSTRIES

Automotive Luxury Travel B2B SaaS  
Property Ecommerce Coaching  
Financial Telecoms

## ANALYTICS & TRACKING

GA4 GTM Looker Studio GSC  
Meta Pixel Triple Whale Hyros  
SEMrush

## A.C.T — BUILT BY ME



## LANGUAGES

English	Native
Portuguese	Fluent
Spanish	Basic

## KEY ACHIEVEMENTS

## VIRGIN MEDIA O2

2,000

- B2B leads/month from zero
- Full paid media stack built in-house
- End-to-end omni-channel funnel

## LEXUS &amp; TOYOTA

500%+

- Traffic increase, same spend
- Leads & test drives doubled
- Full attribution overhaul

## DESTINOLOGY

£120→£45

- CPL reduced by 63%
- HNWI geo-targeting strategy
- eCRM costs cut 60%+

## SELECT PROPERTY

£35M+

- Revenue in a single month
- 120% above company record
- Global HNWI lead campaigns

## SIXSTARHOLIDAYS

£100→£36

- Acquisition cost reduction
- 120% lead volume increase
- 300k email database built

## APPLE COPYWRITING

£800k

- Revenue p/a within 2 years
- Built from £0, team of 48
- Bespoke CMS built to spec

## ADS CONTROL TOWER — HOW IT WORKS

## Lighthouse

## Diagnostics &amp; Analysis

Feature engineering, anomaly detection and performance trend analysis across all campaign types.

## Autopilot

## Rules Engine

75 optimisation rules and 99 monitoring flags generating 507 active recommendations across budgets, bids, keywords and status.

## Flight Plan

## Human Approval Workflow

Every recommendation requires explicit human approval before execution. Full modify, accept and decline controls.

## Radar

## Post-Change Monitoring

Background daemon monitors KPIs after every change. Automatically reverts any change that degrades performance.

## WORKING STYLE

- ✓ Self-managed and autonomous
- ✓ Direct client communication
- ✓ Weekly reporting as standard
- ✓ Slack / email / WhatsApp
- ✓ Remote-first, UK timezone
- ✓ Immediate start available

## FULL TECH STACK

## CRM &amp; Email

HubSpot   Salesforce   Pardot   Klaviyo  
Mailchimp   InfusionSoft

## E-commerce Platforms

Shopify   BigCommerce   WordPress  
ClickFunnels   Leadpages

## Feed Management

DataFeedWatch   Shoptimised  
Google Merchant Centre

## Development

Python   Flask   SQL   DuckDB  
Google Ads API   HTML/CSS

## AI Tools

Claude   ChatGPT   Gemini   Grok

## Design &amp; Productivity

Photoshop   MS Office   Google Workspace  
Dropbox

## REFERENCES

Available on request.  
Portfolio and case studies at  
[christopherhoole.com](http://christopherhoole.com)

## WHY I'M DIFFERENT

01

## 16 Years Senior Experience

- Every account managed personally, nothing delegated
- £50M+ in total ad spend managed
- £5k-£400k/month budgets across every major vertical
- Automotive, luxury travel, B2B, ecommerce, property and financial services

02

## Proprietary AI Engine

- 75 optimisation rules + 99 monitoring flags
- 507 active recommendations across 5 campaign types
- Safety guardrails — magnitude limits and cooldowns
- Built with Python, Flask, DuckDB + Google Ads API

03

## Full Accountability

- Every recommendation includes why and expected impact
- Every change logged with evidence and outcome
- I review before anything executes — no blind automation
- Post-change monitoring validates every decision

04

## Full-Stack Paid Media Expertise

- Google Ads specialist with hands-on Paid Social, Native and Display
- Analytics, tracking and attribution across GA4, GTM and Looker Studio
- CRM and email marketing integration (HubSpot, Salesforce, Klaviyo)
- Full-funnel perspective — not just ads, but the entire impression-to-sale journey