Paid campaigns, managed hands-on.

Planning, creative coordination, testing and budget decisions

MY ROLE AT THREE TREES GROUP

I lead paid advertising for ThreeTrees and TeeTee&Co., working with media buyers, content, design, sales and customer care. I remain hands-on with campaign setup and use performance reviews to decide what to change.

Campaign management

- Translate the business goal into a campaign objective, audience, message and budget.
- Build and review campaigns in Ads Manager; develop remarketing and audience tests.
- Brief content and design colleagues, review creative options and plan the next test.
- Monitor results and spending, investigate weak performance and adjust allocation.

EXAMPLE · CORRECTING THE CAMPAIGN OBJECTIVE

The situation: a chat-led ThreeTrees creative had been launched under objectives that did not fit its purpose. It attracted activity without producing the conversations we wanted.

What I did: I identified the mismatch in the daily report, rebuilt the creative as a Messages ad and moved existing budget to it. I reviewed the response with the media buyers and used the finding to guide the next allocation.

The result: the rebuilt ad became July's strongest ad by conversation volume. Daily conversations increased at unchanged daily spend.

Selected campaign context

The point of this case is the decision: match the objective to the action the team actually wants, then reallocate existing budget and review the response. Conversation volume is an operating signal, not a customer or sales count.

HOW THIS RELATES TO META ROBOTICS

I would use the same approach to review the objective, message and landing-page journey behind a parent enquiry. Centre feedback would help distinguish enquiries that look inexpensive in Ads Manager from those that lead to suitable bookings.

The weekly update would explain what changed, why it mattered and what I recommend testing next.

Source: retained ThreeTrees daily and monthly campaign records, July–October 2026. My scope: objectives, budgets, creative/test decisions and reporting, working with two media buyers. The comparison is observational; conversation growth is not attributed sales growth.
Campaign notes →

The journey after someone clicks.

Landing pages, CRM, tracking and customer follow-up

TEETEE&CO. · MEMBERSHIP AND WORKSHOP FUNNEL

I own the journey from an advertisement to a received registration and follow-up. The work combines landing pages, forms, CRM, email journeys and conversion tracking, with sales and customer care handling the customer conversation.

Advertisement → Landing page & form → CRM → Customer follow-up

WHAT I PUT IN PLACE

- Landing and invitation pages that explain the offer and guide visitors to register.
- Registration forms connected to FluentCRM, with campaign source and click IDs stored on the contact.
- Email journeys for membership, workshop invitations and follow-up.
- GA4, Meta Pixel and server-side Lead events to connect website actions with reporting.

Example · checking a tracking discrepancy

Registrations in CRM and Lead events reported to Meta were not matching. I compared the two and investigated consent settings affecting both browser and server-side events.

The implementation was revised, then I reviewed consent-eligible records, duplicate handling and the separation between an enquiry and a paid outcome. People who declined marketing consent remained outside marketing measurement.

My implementation used direct tags and server-side events. This case does not claim a production GTM deployment.

Selected campaign context

The point of this case is measurement discipline: a registration is not a workshop booking or a paying customer. I use the CRM and platform events together, investigate discrepancies and keep the definitions separate.

HOW THIS RELATES TO META ROBOTICS

I can help connect parent enquiries with the centre team's follow-up process: a clear form, useful source information, reliable notifications and shared definitions of an enquiry, booking and payment.

If the advertising platform and CRM disagree, I investigate the cause before using the figures to change a campaign.

Registration spend/results: retained TeeTee campaign records. Post-fix review: candidate-confirmed observations in October 2026; raw QA logs are not attached. Scope and measurement notes →

Google Ads, research and web delivery.

A complementary channel I can run when search intent matters.

GOOGLE ADVERTISING AND THE WEBSITE BEHIND IT

I set up and run Search, Performance Max and Display campaigns, alongside website measurement, keyword research and local search setup. At Three Trees Group, I led a small Search/Performance Max test and owned the measurement work on the TeeTee website. Meta remains my primary paid channel; Google adds a useful search-intent layer.

Campaign and keyword work

- Research intent and build relevant keyword groups.
- Review budgets, search terms and conversion goals.
- Develop ad copy aligned with the landing page.
- Use the findings to refine targeting and messaging.

Website and local search

- Set up GA4 events and Google Ads tags.
- Configure Search Console and sitemaps; fix crawl issues.
- Prepare Merchant Center feeds and product information.
- Set up and verify Business Profiles for the two brands.

Example · reviewing what a conversion means

The ThreeTrees test recorded contact and directions actions. I treated these as useful early signals, while keeping them separate from a received lead or confirmed payment.

For a lead-generation campaign, I would agree the primary conversion with the team and check it against the actual enquiry or booking record. Clicks on a contact button would have their own reporting role.

Test context: The point of this case is to show the boundary of the evidence: the test helped assess setup, search intent and conversion definitions, but did not establish paid-booking performance.

RESEARCH AND CREATIVE PLANNING FOR META ROBOTICS

I would review search intent, competitor offers and the questions parents ask before booking. This would inform the keyword groups, ad copy and landing-page content.

Useful tests could compare a hands-on building message with a message about helping parents understand their child's interests. I would develop these with the team, confirm offer details and use enquiry quality to guide the next version.

Source: retained Google Ads account records, June–July 2026, plus website and local-search implementation records. Proposed Meta Robotics tests are suggestions, not campaigns already run. Google campaign notes →

Practical AI and clear teamwork.

Work samples and how I would support Meta Robotics

AI AS PART OF THE MARKETING WORKFLOW

I use Claude and ChatGPT to organise research, draft copy options, compare messages and check campaign data. I give the tools a clear brief, review the output against the source and make the final decision before changing a campaign.

For website and automation work, I define the requirements and marketing logic, direct AI-assisted implementation, then test the result.

Taste Brief · research and campaign ideas

A personal Claude + Qloo prototype that turns a product brief into podcast shortlists and ad-test ideas. It shows how I organise research into a practical marketing output. View source →

Live website work

TeeTee&Co.'s website, member page and workshop page show the registration and follow-up journeys described on page 2.

Automation sample

An n8n lead-routing prototype explores enquiry scoring and follow-up routing. It was tested with simulated provider responses and remains a prototype. Test record →

HOW I WOULD WORK WITH YOUR TEAM

- **Understand the business:** learn the offers, centre capacity, parent questions and current follow-up process.
- **Agree priorities:** review campaigns and tracking with the team, then choose the most useful improvements to test.
- **Keep communication useful:** share a concise weekly update covering results, actions, observations and the next experiment.
- **Coordinate clearly:** own campaign work and reporting, while agreeing customer-response responsibilities with the centre team.

Remote collaboration

Based in Hanoi, one hour behind Singapore. I can provide written updates in English and join calls within agreed working hours. My application letter includes the proposed fee, hours and start date.

Work samples demonstrate AI-assisted research, workflow design and delivery. They are separate from client campaign results. Read the application letter →