

MIGUEL BRAVO

Senior Paid Social Consultant

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📍 Miami-Fort Lauderdale Area

SUMMARY

Senior Paid Social Consultant with 15+ years of experience managing large-scale paid media programs across DTC, lead generation, and multi-location brands.

Trusted with multi-million dollar budgets and responsible for performance, pacing, and tradeoffs across major paid social platforms. Known for building repeatable systems, clear frameworks, and efficient workflows that prioritize outcomes over optics. AI is used as execution support to improve speed and consistency, not to replace judgment.

WORK EXPERIENCE

Senior Paid Social Consultant, Apiary Digital Remote

Nov 2016 – Present

Lead paid social strategy and execution for high-spend, performance-driven accounts across DTC and lead generation.

- Own budget pacing of **up to \$1M per day**, with responsibility for performance, efficiency, and risk.
- Scale a global supplements brand from **\$10K to \$100K per month** in ad spend within three months while maintaining positive ROAS.
- Generate **100K+ subscribers** for a large daily newsletter while reducing cost per lead by **67%**.
- Own campaign structure, testing frameworks, and optimization decisions across Meta, LinkedIn, TikTok, and related platforms.
- Lead strategic discussions around account security and access management, preventing Business Manager and ad account vulnerabilities.
- Develop internal documentation and educational materials that improve client understanding and adoption of paid social best practices, increasing implementation rates **4X**.
- Use AI-assisted workflows to support analysis, refinement, and documentation while retaining human review and decision-making.

Founder, New Content Collective Miami-Fort Lauderdale Area, US

Nov 2014 – Present

Build and operate a paid social consulting practice focused on scalable programs and repeatable frameworks.

- Design and manage a centralized paid social program supporting **160+ pharmacy locations** across the U.S.
- Reduce cost per lead by **51%** for a national weight loss franchise operating at high lead volume.
- Develop campaign frameworks that improve ROI by **30%** through clearer audience segmentation and testing structure.
- Lead paid social initiatives that increase brand visibility by **40%** and engagement by **25%**, with performance tied to business outcomes rather than vanity metrics.
- Build systems and documentation to standardize execution and reduce ongoing decision friction.

Founder, Howdy Ranger Miami-Fort Lauderdale Area, US

Nov 2019 – Present

Own and operate a DTC brand, using it as a real-world testing ground for paid media, email, and operational decision-making.

- Scale Meta ad spend from **\$5 to \$3,000+ per day** while maintaining **2.0+ ROAS**.
- Increase overall sales by **20%** through coordinated paid media, email marketing, and product bundling decisions.
- Build an email list of **30K+ subscribers** from scratch.
- Use AI-supported workflows to speed up analysis, creative development, and reporting while keeping final decisions manual.

Create and operate an education platform focused on how paid social platforms actually work in practice.

- Design and launch **10+ courses** covering Meta, LinkedIn, TikTok, Reddit, X, and applied AI workflows.
- Build AI-assisted systems that reduce repetitive execution time by **35%**.
- Create **30+ templates, frameworks, and whitepapers**, increasing top-of-funnel engagement by **500%**.
- Grow an email audience **5X** through paid distribution and content testing on Meta.
- Emphasize systems, tradeoffs, and decision-making over “best practice” theater.

Earlier Career (2005 – 2014)
US

Held roles in social media, content, events, and sales that built the foundation for performance marketing, audience development, and client-facing work. Included leadership roles in hospitality marketing, freelance writing, and early-stage digital businesses.

SKILLS

Core Capabilities

- Paid social strategy and execution at scale
- Budget ownership, pacing, and performance tradeoff management
- Campaign structure, testing frameworks, and optimization systems
- DTC, lead generation, and multi-location paid media programs
- Creative testing, optimization, and performance analysis
- Documentation, frameworks, and repeatable workflow design

Platforms & Channels

- Meta Ads, LinkedIn Ads, TikTok Ads, Reddit Ads, Pinterest Ads
- Paid social programs spanning multiple platforms and formats

AI & Workflow Enablement

- AI-assisted creative testing and iteration
- AI-supported performance analysis and reporting
- Workflow automation and internal tooling to reduce manual execution
- Generative AI used for drafts, analysis, and documentation with human review

Supporting Skills

- Email list growth and lifecycle support (Klaviyo)
- Shopify optimization and product bundling decisions
- Analytics and performance reporting (Google Analytics)
- Cross-functional collaboration and client education

CERTIFICATIONS &
CONTINUING
EDUCATION

LinkedIn Advertising Fundamentals, LinkedIn (2025)
LinkedIn Content and Creative Design, LinkedIn (2025)
LinkedIn Marketing Strategy, LinkedIn (2025)
AI-Powered Marketing, Semrush (2025)

Additional AI systems and workflows developed in practice.

EDUCATION

Bachelor of Business Administration , UNC Chapel Hill