

TAYLOR CHINE

Performance Marketing Manager | Meta Media Buying | Creative Strategy & DTC Growth
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SUMMARY

Performance marketer with 5+ years on a \$1M+/month DTC supplement brand, first as the hands-on Meta media buyer, then owning paid media strategy, creative direction, and agency management. I connect the three levers that move CAC and MER: what the data says, what the creative says, and who executes it. I brief and build creative off Meta performance, run UGC and creator sourcing, hold Google, TikTok, and Amazon agencies to targets, and report it all weekly to executives.

EXPERIENCE

Performance Marketing Manager | **SkinnyFit (DTC Supplements)** *Mar 2026 - Sep 2026*

- Owned paid media strategy across Meta, Google, TikTok, and Amazon for a \$1M+/month DTC brand, setting channel budgets, targets, and testing priorities rather than executing buys day to day.
- Directed creative strategy end to end: read weekly Meta performance for fatigue, hook and angle win rates, and funnel-stage gaps, then translated findings into weekly creative briefs for in-house design, copy, and video teams.
- Built briefs as structured test matrices (message pillar x hook theme x format) so results explained why an ad worked, not just which one won, with compliance risk tiers pre-tagged for parallel legal review; produced a share of net-new ads personally each week to keep launch velocity up.
- Ran the UGC and creator program: sourced and vetted talent, wrote creator briefs and scripted hooks, and selected creators for brand fit across Billo, Insense, Trybe, Social Snowball, and LTK.
- Managed external agencies across Google, TikTok, and Amazon: set scopes and KPIs, led performance reviews, audited their accounts for waste and attribution issues, and escalated when results drifted from plan.
- Presented weekly performance to executive stakeholders: channel-level CAC, ROAS, MER, and blended efficiency, with a clear read on what changed, why, and the recommended next action.
- Diagnosed non-media drags on performance (landing page and checkout experience, offer and price structure, tracking and pixel integrity, inventory) and pushed cross-functional owners to fix the constraints outside the ad account.

Meta Media Buyer | **Smashtech (DTC Supplements)** *Nov 2021 - Mar 2026*

- Ran Meta ad account strategy and daily execution for a \$1M+/month DTC brand: campaign architecture, audience builds, budget allocation, pacing, and scale/pull-back decisions against CAC and ROAS targets.
- Scaled a GLP-1 supplement line from ~\$4,200/day to ~\$10,000/day in Meta spend while lowering CPA from the low \$80s to the low \$60s, taking purchases from ~50/day to ~160/day.
- Rebuilt a stalled account structure: consolidated self-competing campaigns, standardized attribution and optimization goals, separated testing from scaling budgets, excluded recent purchasers from prospecting, and installed a weekly testing cadence.
- Cut saturated spend that looked healthy on the surface: flagged an age segment hitting ~7x frequency and 2x CPMs despite on-target CPA, and reallocated budget to a younger segment with stronger CVR and cheaper inventory.
- Owned campaign QA and measurement hygiene: naming conventions, UTM tagging, pixel verification, and Triple Whale reporting for clean attribution from launch.

Youth Program Manager | **YMCA** *May 2017 - Aug 2020*

- Managed staff and volunteers against program outcomes; created content and outreach materials to drive enrollment and awareness.

SKILLS

Paid Media: Meta (campaign architecture, audience segmentation, budget & bid strategy, CBO scaling, testing systems), Google Ads (Search, PMax, Demand Gen, YouTube), TikTok, Amazon Ads, AppLovin, CTV (MNTN, Vibe)

Creative & UGC: Performance creative briefs, hook/angle testing frameworks, short-form video strategy, ad production, FTC claims tiering; creator sourcing and briefing via Billo, Insense, Trybe, Social Snowball, LTK

Agency & Stakeholder: Scope and KPI setting, account audits, multi-agency coordination, weekly executive performance reporting

Analytics: Triple Whale, Meta Ads Manager, Google Analytics; CAC / ROAS / MER / CPA / CVR diagnostics, funnel and attribution troubleshooting

EDUCATION

Bachelor of Science, Biology | South Dakota State University