

Performance Marketing Case Study

Education



Less Guesswork. More Growth.

\$1-3MM Monthly Spend: Scaling Paid Media for a Growing University

The Story: A fast-growing university brought me on to strengthen and scale their paid media operation during a period of rapid expansion.

- Balancing volume goals with strict CPL targets
- Navigating seasonality, shifting budgets, and program launches
- Managing **\$1-3MM/month** in spend across eight+ channels

The Result: Maintained CPL below goal while scaling spend across channels and semesters. Built processes allowing the team to sustain growth during periods of high-enrollment.

Cost
\$1-3MM



Vertical
Education



CPL
\$250



Team
8 Analysts



Growth
2 Years



Channels
5+



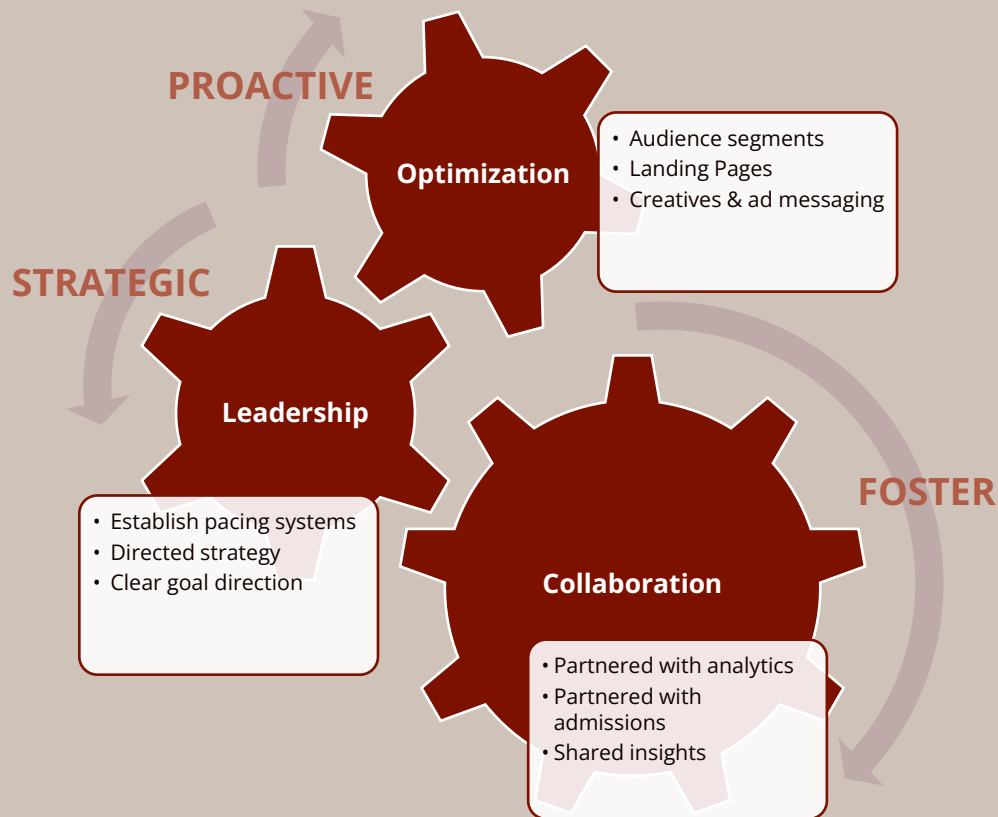
The Strategy: Steady Leadership, Optimization, Collaboration

Key Takeaways

- Leading with structure enables large-scale budgets to stay efficient.
- Cross-department collaboration strengthens full-funnel visibility.
- Testing and iteration sustain growth in seasonal industries.

Why It Worked

- I **built systems** that turned a high-spend environment into a controlled, data-driven operation.
- I led my team through **constant testing** and restructuring to maintain efficiency.
- I **aligned** marketing and admissions **teams** around shared performance goals.



My Method for Sustainable Growth

Every engagement starts with understanding audience intent, evolves through structured experimentation, and scales only once efficiency is proven.



“Strategy is not about doing more—it’s about doing what works, better.”



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