

Pengxuan Ye

07827 097280 | [Email](#) | [LinkedIn](#) | [Website](#) | Bristol | No visa sponsorship required

SUMMARY

Certified digital marketer with hands-on experience in Google Ads, GA4, and paid social. Skilled in turning analytics into effective and creative campaigns. Background in project management brings strong client communication and stakeholder management to marketing work.

WORK EXPERIENCE

Digital Marketing Executive (volunteer)

Elswick Pool & Gym | Newcastle, UK

May 2026- now

- Conducted an SEO audit ahead of campaign work, using GA4, PageSpeed and Google Search Console data to evaluate baseline performance and identify optimisation opportunities.
- Restructured Google Ads campaigns by separating audiences, applying targeted keywords and suitable bidding strategy, increasing impressions by **10%**, conversions by **14%**, and reducing ad spend by **3%**.
- Fixed inaccurate conversion tracking by building dedicated pages and implementing GA4 events, using verified conversion signal for efficient Google Ads bidding and campaign decisions.
- Designed paid Facebook/Instagram ads and email marketing campaigns based on GA4 funnel data and Keyword Planner research for remarketing upgrades and boosting underused services.
- Produced regular performance reports for the Marketing Manager, translating GA4 and Search Console data into clear recommendations for ongoing optimisation.
- Grew organic search performance by improving webpage UX and campaign structure: clicks up **18.8%**, impressions up **20%**, average position improved **from 11.3 to 10.0** (Google Search Console).

Project Manager

Greenstone | Sunderland, UK

Jan 2025 – Jan 2026

- Led end-to-end delivery for a **£3M B2B** EV project, managing planning, scheduling and execution while coordinating cross-functional teams and client stakeholders to ensure timely delivery.
- Managed project budgets and resource allocations, maintaining cost control and approval processes.
- Acted as the link between technical teams and clients, translating complex requirements into clear, business-facing communication to support commercial discussions and strengthen client confidence

EDUCATION

University of Bath | 2023-2024 | UK

MA in Interpreting and Translation (**Merit**)

Central South University of Forestry and Technology | 2018-2023 | China

BA in English (**First Class**)

CERTIFICATES

Google Ads Search · Google Analytics (GA4) · HubSpot Email Marketing · HubSpot Digital Marketing

SKILLS

Microsoft Office: Excel (data organisation & analysis), Word, PowerPoint, Teams

Paid Media: Google Ads, Meta Business Suite, Keyword Research

Analytics & Tracking: Google Analytics (GA4), Google Tag Manager, Google Search Console

Content Creation: Canva; WordPress; CapCut; Email Marketing (Mailchimp, HubSpot)