

TONNY (ZHENGJI) YAO

Performance Marketing Manager | Paid Media Lead | Digital Marketing Lead

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PROFESSIONAL SUMMARY

Performance marketing and paid media leader with 7+ years of experience managing full-funnel campaigns for enterprise B2B and B2C brands. Oversee \$70M+ in annual global media spend across 30+ enterprise clients and 60+ advertising accounts, combining commercial strategy with hands-on execution across Google Ads, Meta, TikTok, LinkedIn, The Trade Desk, Teads, Netflix Ads and other programmatic channels. Lead cross-functional teams of up to 30 people and build AI-assisted campaign QC and reporting tools using advertising APIs, Google Apps Script and Google Sheets.

CORE EXPERTISE

Performance Marketing | Paid Media Strategy | Media Buying | Digital Acquisition | Full-Funnel Marketing | B2B & B2C
Google Ads | Meta Ads | TikTok Ads | LinkedIn Ads | The Trade Desk | Teads | Netflix Ads | Programmatic Advertising
Budget Management | Forecasting | ROAS Optimisation | Marketing Analytics | GA4 | GTM | Looker Studio | Marketing Automation
AI-Assisted Marketing Operations | Campaign QC Automation | Google Apps Script | Advertising API Integration | Team Leadership

PROFESSIONAL EXPERIENCE

Senior Project Lead - Paid Media & Performance Marketing | SparkX

Apr 2026 - Present | Australia

- Lead paid media strategy and performance operations for 30+ enterprise clients across five or more industries, managing 60+ advertising accounts and overseeing \$70M+ in annual global advertising spend.
- Own full-funnel planning, budget allocation, pacing, forecasting, optimisation and reporting across Google Ads, Meta, TikTok, LinkedIn and programmatic channels including The Trade Desk, Teads and Netflix Ads.
- Lead and develop a cross-functional team of 30+ media, account management, creative and operations professionals.
- Designed and built an AI-assisted campaign QC tool that standardises pre-launch reviews and helps the team identify common setup issues before campaigns go live.
- Built automated reporting workflows by connecting advertising platform APIs with Google Sheets through Google Apps Script, reducing manual work and improving access to performance data.

Project Lead - Paid Media & Growth | SparkX

Jan 2025 - Mar 2026 | Australia

- Managed and optimised more than \$30M in global media spend across Google Ads, Meta, Criteo and other paid media channels.
- Launched five or more enterprise paid media programs from the ground up, establishing campaign structures, measurement frameworks and optimisation processes.
- Contributed to a 300%+ increase in managed advertising budget by demonstrating scalable performance and maintaining client confidence.
- Developed full-funnel acquisition, conversion and retargeting strategies across Search, Shopping, Performance Max, Demand Gen, paid social and programmatic media.
- Led a cross-functional team of 20 people and automated campaign reporting through advertising APIs, Google Sheets and Google Apps Script.

Senior Paid Media Manager | SparkX

Jan 2024 - Jan 2025 | New South Wales, Australia

- Led global paid media campaigns across 12 markets, reaching more than 140 million people and generating over 8 million engagements.
- Added more than 80,000 social followers while reducing CPC by 15%, CPE by 40% and CPV by 23% against campaign benchmarks.
- Delivered an omnichannel Black Friday livestream campaign that attracted more than 1 million viewers and contributed to a 26% increase in brand search volume.
- Built and led a 13-person cross-functional team, improving team efficiency by 30%, cross-team communication by 15% and customer response time by 10% within two months.

Paid Media Manager | SparkX

Aug 2021 - Jan 2024 | China

Progressed through Paid Social Media Supervisor and Assistant Paid Media Manager roles before promotion.

- Managed enterprise clients across six or more industries, including accounts with more than \$4M in monthly advertising spend.
- Planned and optimised campaigns across Google Ads, Meta, LinkedIn, Quora and LINE, covering awareness, acquisition, conversion and retargeting objectives.
- Maintained more than 95% client satisfaction across 20+ clients and supported campaigns selected as official success cases by Google and Meta.
- Built and led a 10-person team, delivered at least two training sessions per month and developed 16 structured lesson plans.

Investment Manager | Baoneng Urban Development & Construction Group

Sep 2020 - Aug 2021

- Evaluated more than 30 investment sites and coordinated cross-functional feasibility studies; 11 opportunities progressed through internal review and five advanced to bidding.

Marketing Operations Manager | AZ Global

May 2019 - Jun 2020 | Sydney, Australia

- Established marketing channels for eight or more consumer brands and delivered 14+ online and offline campaigns, helping double brand awareness.

Marketing Operations Specialist | GP Health Australia

Oct 2017 - May 2020 | Sydney, Australia

- Built customer segmentation and marketing operations processes for a cross-border e-commerce business; launched a WeChat channel that attracted 400+ active users in its first month.

EDUCATION & CERTIFICATIONS

Master of Professional Accounting | Sydney Business School, University of Wollongong | 2016 - 2017

Bachelor of Commerce (Marketing) | The Australian National University | 2013 - 2015

The Trade Desk Edge Academy - Trading Essentials: Kokai | 2024

Google Ads Certifications: Search, Display, Video, Shopping and Measurement | 2021

ADDITIONAL INFORMATION

Languages: English (full professional proficiency); Mandarin Chinese (native/bilingual)

Work rights: Australian permanent resident and/or New Zealand citizen