

PETER STRINGER | PAID MEDIA & DIGITAL STRATEGY

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PAID MEDIA SUMMARY

- Performance-driven paid media and digital leader with 15+ years optimizing growth for global CPG brands, iconic sports brands, and high-AOV DTC eCommerce, Shopify and lead generation businesses. Broad media planning and execution experience and cross-functional leadership in multiple verticals.
- Managed **\$100M+** in ad spend across Meta, Google, TikTok, native and retail media.
- VP-level operator who builds teams, systems, and creative testing programs that improve ROAS, lower CPA, and scale profitably. Deep background in measurement, insights and analytics across the digital landscape.

CORE SKILLS

Paid Social (Meta, TikTok, Snap) • Google Ads/YouTube • Retail Media (Walmart Connect, Target Roundel, Kroger, CVS/Walgreens, Home Depot) • DTC/Shopify • Live Events promotion and execution • Analytics & Attribution (GA) • Generative AI • Team Leadership

EXPERIENCE

Consultant | Paid & Retail Media (Global Brands & DTC) | 2018–Present

- Manage Meta & Google performance programs for DTC eCommerce and lead-gen clients and agencies; build creative testing roadmaps and audience architectures that improve ROAS & LTV and reduce CPA.
- **Top 1% “Expert-Vetted”** Facebook/paid media consultant on Upwork with long-term white-label client engagements at multiple agencies.
- Leverage AI platforms (Veo3, ChatGPT, Nano Banana, etc.) for rapid ideation and creative iteration and creative integration.
- Lead **multimillion-dollar** retail media programs for **Purina** and **Mars Wrigley**; planned & optimized across retail networks with full-funnel measurement.

Meta (Facebook) | Digital Marketing Manager, Paid Media | 2021–2022

- Executed and optimized **multi-million-dollar** global advertising campaigns for Meta’s Small Business initiatives across Facebook & Instagram advertising.
- Led Facebook Advertising for the company’s 2022 brand campaign **“Good Ideas Deserve to Be Found.”**

- Partnered with creative, data, and product teams to focus targeting, tighten attribution and deliver key performance insights and advanced analytics.

Boston Celtics | Vice President, Digital Media | 2005–2017

- Built and scaled the Celtics’ digital ecosystem; launched and grew social media audiences to **Facebook (9M), Twitter (3.3M), Instagram 3M** while leading a **seven-person, Emmy-winning** content team.
- Developed sponsored digital platforms generating **\$2.3M+** annually.
- Launched “**Celtics 3-Point Play**,” capturing first-party data from **85,000+** fans in two seasons.
- Produced **AMEX Home Court Advantage** live a streaming social media pregame show; the first of its kind in professional sports.

Ultimate Fighting Championship (UFC) | VP, Social Media | 2017–2018

- Led global social media strategy supporting **PPV, ticketing, sponsorship, and e-commerce**; advised UFC athletes on brand-building and content.

Takeda Pharmaceuticals | Sr. Manager, Multi-Channel Marketing (Paid Media) | 2020–2021

- Managed multi-million-dollar spends across programmatic, search, CTV, and social for neuroscience & GI portfolios; aligned agencies and AORs on measurement and optimization.

Amazing America | Co-Founder | 2018–Present

- Built a **135K+** member Facebook community and travel site with **1,500+** curated U.S. landmarks; featured in the **New York Times (2021)**.

Digital Marketing Masters Club | Founder | 2024 – Present

- Marketed, promoted, produced and hosted tech/digital networking events in Tampa, Orlando, Atlanta and Nashville in 2025.

EDUCATION & RECOGNITION

B.S., Journalism | Boston University

Upwork: Top 1% Expert-Vetted (Facebook Ads / Paid Media)

Press: The New York Times (Amazing America)