

# A senior paid media operator, without the full-time hire

20 years. \$200M+ managed across Google, Meta, YouTube, TikTok, and CTV. I run paid media for growth-stage brands and for agencies who need a senior buyer on their accounts.

**\$200M+**

LIFETIME MANAGED SPEND

**20 YRS**

PERFORMANCE MARKETING

**6 CHANNELS**

GOOGLE · META · YT · TIKTOK · CTV ·  
PROG

**CARE.COM**

IAC · WAYBETTER ·  
UMBRELLA

## Offer 1

### Fractional Head of Paid Media

For founders, CMOs, and marketing leaders

**\$8,000 – \$15,000**

per month · 3-month minimum

I sit in your marketing leadership seat and own paid media:

- Channel strategy and budget allocation across Google, Meta, YouTube, TikTok, CTV
- Hands-on buying, bidding, and account optimization
- Creative direction and testing frameworks
- Monthly, quarterly, and annual forecasting
- Weekly leadership-facing reporting in CAC/LTV language
- Agency and vendor oversight

Best fit: Growth-stage consumer, marketplace, and lead-gen brands spending \$500K – \$20M+ annually on paid media.

## Offer 2

### White-Label Media Buying

For agency owners and marketing consultancies

**\$6,000 – \$12,000**

per month · up to 8 accounts · flat or per-account

I run paid media on your accounts - your clients never know I exist:

- Senior strategy and media buying on Google, Meta, YouTube, TikTok, CTV
- Audits and account turnarounds
- Creative direction and ad testing
- Internal reporting to your team (you handle client-facing)
- Non-circumvention clause - your client relationship is protected
- Flexible: flat monthly or per-account retainer

Best fit: Agencies that sell paid media as part of a broader offering but don't have a senior buyer on staff.

## HOW ENGAGEMENTS TYPICALLY GO

<b>1</b> Discovery call 30 minutes. Current spend, channel mix, what's stuck, what good looks like.	<b>2</b> Account review I review your accounts and send back a short diagnosis with 3–5 levers that will move the number.	<b>3</b> Scope & proposal We align on scope, pricing, and cadence. Simple monthly retainer, no long contracts.	<b>4</b> Start & ship In-seat within 7 days. First measurable wins within 30.
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## Book a 30-minute discovery call

No pitch. We'll look at where your paid media is stuck and whether I'm the right fit.

[calendly.com/seb-crivelli/30min](https://calendly.com/seb-crivelli/30min) →

Or reach me at [seb.crivelli@gmail.com](mailto:seb.crivelli@gmail.com) · [linkedin.com/in/sebastiancrivelli](https://www.linkedin.com/in/sebastiancrivelli)