

# Connor Owen

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Performance marketer with ~7 years scaling D2C ecommerce growth through feed-driven advertising - DPA and catalog programs across the US, Mexico, Canada, UK, and Australia, supplementary feed strategies used as creative testing engines, and hands-on catalog operations for retailers with 2K-10K+ SKUs.

## EXPERIENCE

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### Senior Manager, Paid Social — *Black Propeller*

Nov 2024 – May 2026

- Drove a ~150% ROAS increase for a multi-thousand-SKU apparel client by building region-specific supplementary catalog feeds across the US, Mexico, Canada, UK, and Australia - with branded templates, overlays, and creative transformations tailored to each market.
- Profitably scaled a client's DPA spend ~5x for BFCM by scheduling feed-level promo and messaging changes (discount callouts, seasonal overlays) that updated creative dynamically without resetting the learning phase - delivering the client's most profitable BFCM on record.
- Owned catalog operations end to end in Meta Commerce Manager - feed setup and platform adaptation, supplementary feeds, feed rules and attribute optimization, product sets, and disapproval troubleshooting - including for a tool retailer with a ~10,000-SKU catalog.
- More than doubled a D2C e-commerce client's paid social revenue in three months through a structured creative-testing and scaling protocol - head-to-head concept tests with clear read-outs, then rapidly scaling winners against CPA and ROAS targets.
- Built automated anomaly monitoring delivering twice-daily diagnostics across multiple lookback windows, plus cross-source dashboards fusing platform, GA4, and Shopify data - paired with incrementality and holdout testing to validate performance before scaling.

### Manager / Senior Manager, Paid Social — *Wpromote*

Nov 2021 – May 2024

- Lifted a previously-struggling apparel client's ROAS by ~200% (from ~1.5-2x to 5-6x) by partnering with a third-party product feed platform (Genus AI) to run UGC and video through a supplementary feed - rotating creative within the feed to circumvent the learning phase.
- Drove a ~30% ROAS lift for a sunglasses client in Smartly by connecting a weather-forecast data feed to bid multipliers - automatically bidding up geos with sunny forecasts - and using dynamic templates to localize ad creative programmatically by market.
- Stood up TikTok from zero for a client and drove a ~5-6x ROAS within a few weeks by leveraging their product feed and UGC - taking a nascent channel from launch to a scalable, repeatable program.
- Built automated rotation rules that detected creative fatigue and cycled in the next test variant from a queued batch - turning DPA creative refresh into a self-running system rather than a manual chore.

### Paid Social Specialist — *Reprise Media*

Apr 2021 – Nov 2021

### Paid Search / Social Coordinator — *PHD Worldwide*

Dec 2019 – Apr 2021

## SKILLS

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**Feed & Catalog:** Feedonomics, Smartly, Genus AI, Meta Commerce Manager, DPA / Advantage+ catalog, supplementary feeds, feed rules and attribute optimization, automation feeds (weather/data-triggered bidding), Shopify

**Channels:** Meta (primary), TikTok, Pinterest, Reddit, Snapchat, X, LinkedIn

**Measurement & Data:** GA4, Google Tag Manager / Conversions API, incrementality and holdout testing, SQL (basic), Looker Studio, Supermetrics, Funnel.io

**Automation & Analysis:** Python, Meta Marketing API, AI/LLM tooling, MMM-style modeling and forecasting, Excel / Google Sheets (advanced)

## EDUCATION

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Syracuse University — B.A. Music Industry, Marketing Minor

2015 – 2019