



RYAN YOUNG

Media Buyer

Hi, I'm Ryan Young, and I want to be your media buyer!

With over two decades of experience in digital marketing, I've spent the last six years specializing in media buying and helping businesses scale through highly targeted, results-driven ad campaigns. I don't just run ads—I optimize them to scale, maximize ROAS, and drive real business growth.

In 2024, after several years of freelance and white label media buying, I launched Brand Stars, a full-service digital marketing agency based in Canada, and specializing in digital media buying for local and international white-label clients. This allows me to provide all of the services of an agency, while keeping my relationships with clients personal.

My approach to ads is highly data-driven, ensuring that every campaign is built on real-time insights, audience behavior analysis, and performance metrics. Clients receive detailed analytics, breaking down key performance indicators and providing full transparency with plain English reports to go with the metrics.

I am proficient with Meta, Google, LinkedIn, TikTok, Apple, and NextDoor ads. Brand Stars is a Meta Partner Agency.

I have successfully managed campaigns for:

- E-commerce sales – Optimizing ROAS and scaling stores profitably
- Lead generation – Driving high-quality, conversion-ready leads
- Brand awareness – Building visibility, engagement, and social proof
- Custom strategies tailored to each client's goals

If you're looking for a data-driven media buyer who delivers results, let's connect!

SPECIALTIES

● Media Buying

Paid advertising across multiple ad platforms including: Meta, Google, LinkedIn, TikTok, & Apple

● E-Commerce Strategy

Building comprehensive Ecomm strategies from the ground up & helping brands to scale

● Lead Generation & Email

Planning & executing lead generation strategies. Email marketing flows & campaigns

● Web Design & User Experience

Professional website designer. Landing pages. Can perform UX audits & Search Engine Optimization

CONTACT

info@brandstars.ca

www.brandstars.ca

HIGHLIGHTS

- 24 Years of Experience in Digital Marketing/E-commerce
- 6 Years of Experience in Media Buying
- Deep Knowledge of E-Commerce Strategies
- Managed Ads for E-Comm, Lead Gen, Brand Awareness
- Proficient With Meta, Google, LinkedIn, TikTok, & More
- Data Driven Campaign Optimization
- Content Creator With Video & Graphic Editing Skills
- Plain English Monthly Reports with Metrics
- Website Design, SEO, & UX Auditing & Testing
- Onboarding New Clients & Meta Support
- Meta Partner Agency Account – Based in Canada



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I've had great success in e-commerce, lead generation, brand awareness, and local traffic campaigns, working across multiple industries. I specialize in strategic ad planning, audience targeting, campaign optimization, budget management, creative testing, and analytics. My experience spans several e-commerce, retail, & local business niches, including outdoor sports, nutrition, fertility, home renovations, robotic mowers, real estate, finance, and more.

I look forward to working with you on your next ad campaign!

EDUCATION

- **Web Design / E-Commerce**

Diploma

Completed 2001

- **Outdoor Recreation**

Diploma

Completed 2007

- **Advanced Social Media**

Certificate

Completed 2014

- **Meta Ads Blueprint**

Certificate

Completed 2021

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PROFESSIONAL EXPERIENCE

- **Founder / Chief Strategist | Brand Stars**

2024 – Present | Canada

- Digital marketing strategy, planning, & execution
- Onboarding clients & delivering monthly analytics
- Delivering paid ad campaigns across multiple platforms including: Meta, Google, Apple, LinkedIn, TikTok, NextDoor, & more.
- Content creation & video production
- Branding, website design, graphic design

- **Media Buyer | Honestly Digital**

2021 – 2024 | Nassau, Bahamas (Remote)

- White label international media buyer
- Onboarding clients & delivering monthly analytics
- Creating & optimizing audiences, creatives, & budgets
- Delivering ads across multiple platforms including: Meta, Google, Apple, LinkedIn, TikTok, NextDoor, & More.

- **Digital Marketing | Xpress Digital Marketing**

2016 – 2024 | Canada

- Digital marketing strategy development
- Media Buyer for Meta, Google, LinkedIn, TikTok, & more
- Website design & e-commerce solutions
- Organic social media marketing
- Email marketing & lead generation
- Video production, graphic design for web & print

- **Director of Marketing | Seaformatics Systems**

2018 – 2022 | Canada

- Managed all B2C sales channels
- Developed & executed marketing strategies based on data analytics and cx testing
- Developed and executed all organic & paid ad campaigns for Meta, Google, TikTok, & Amazon
- Managed website & all social media channels, content creation, affiliate and influencer programs
- Managed lead generation & email marketing channel

See Results & Portfolio at www.brandstars.ca/mediabuyer