

TAZHANAE BONDS

Performance Marketer & Meta Media Buyer · Direct-Response Lead Generation

Los Angeles, CA | tazhanae@genesiz.co

\$225K+ Meta ad spend personally managed (last 3 yrs)	30+ insurance agencies served	1,563 booked recruiting appointments for one client	\$5.47 cost per DM conversation across 5,097 conversations
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SUMMARY

Hands-on Meta media buyer with 6 years in high-ticket lead generation, specializing in life insurance recruiting and consumer insurance leads. I build and run the full funnel myself (strategy, creative, landing pages, click-to-DM, AI chatbot qualification and CRM) and optimize for booked, qualified conversations rather than cheap CPL.

EXPERIENCE

Co-Founder & Head of Delivery / Lead Media Buyer

2020 – Present

Genesiz Media, performance marketing agency for life insurance agencies

- Personally manage Meta campaigns across 15 client ad accounts, with \$225K+ in spend since 2023 and up to ~\$8.7K/month in a single account.
- Scaled an agency recruiting campaign **3.7x** (from a \$3.6K test to \$13.2K) while cutting cost per funnel completion **25%** (\$15.09 → \$11.24), producing 1,177 completions.
- Fixed lead quality for a top client by moving from lead forms (\$9.65 CPL, low contact rate) to booked-call landing pages split by licensed and unlicensed recruits. The result was **1,563 booked appointments** on \$46K of spend.
- Launched an Instagram click-to-DM recruiting funnel that generated **5,097 conversations at \$5.47 each** on \$27.9K of spend.
- Managed \$60K+ for a wealth-management agency, with a scaling campaign that delivered 700 funnel completions at \$13.49 each.
- Ran consumer lead gen for IUL (\$12.95–\$24.19 CPL), final expense (\$4.14 CPL), mortgage protection and roofing, including Spanish-language campaigns.
- Built a GoHighLevel AI chatbot system that qualifies leads in the DM and books them on the client's calendar, packaged as Genesiz's InsuraHire product.
- Write all direct-response creative, including hooks, static ads, talking-head scripts and VSLs, and run structured angle-first creative testing.

Manager

Present

3rd Base Hollywood, sports bar and nightlife venue

- Manage venue operations and rebuilt the @3rdbasela Instagram funnel and content pipeline to drive bookings and foot traffic.

Hospitality Leadership

8+ years

Hollywood Roosevelt · SKYBAR · Mixtape by Jeremy Fall · 3rd Base (Assistant Manager)

- Delivered upscale food and beverage service at high-volume LA venues, building the client-facing and team-leadership skills I use in account management.

SKILLS & TOOLS

- Paid media:** Meta Ads Manager, campaign structure and scaling, lead forms, click-to-DM, conversion tracking and attribution
- Funnels & CRM:** GoHighLevel (CRM, Conversation AI, snapshots), Perspective landing pages, ROASForm, Make.com and Zapier automations
- Analytics:** Supermetrics, CPL / cost-per-booked-call / show-rate analysis, weekly performance reporting
- Project management:** ClickUp, Notion (ad performance logs, content pipelines, client workflows)
- Creative:** Direct-response copywriting, hooks, VSL and talking-head scripts, static ad production, AI-assisted creative workflows
- Verticals:** Life insurance recruiting, IUL, final expense, mortgage protection, home services