

A dedicated and driven SEO/SEM Manager with extensive experience gained working on a large number of web optimization projects for key clients. Focused upon maximizing the transparency of client sites, through the management of SEO, Web Analytics, Keyword Research, and Social Media and Pay-per-click campaigns. Consistently demonstrates the ability to ascertain the exact requirements of the client through extensive research and analysis. Possesses excellent business communication skills and can consult with influence at all levels. Successfully helped companies increase traffic and conversions and exposure through SEO, PPC, and Social Media Plans and Executions. Managed paid ads in the most popular ad networks such as Google search, display, shopping, Baidu, Naver, Yahoo, Bing, LinkedIn, Facebook, Twitter, Amazon & eBay and other ad networks.

Strengths Include:

- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing (SMO)
- Website Partnerships

## WORK EXPERIENCE

### **Zoom2u (B2B)**

#### **Digital Marketing Performance Manager**

12.2018 - Present | 5yr 11mos

#### **Primary skill:**

Digital Marketing

#### **Other Skills:**

Marketing Strategy, SEO, Google Analytics, Google Ads, Email Marketing, Google Ads, Facebook Ads, SAAS

Zoom2u, is an application matching driver to deliver the packages.

From 1K to 1M deliveries, with our paid advertisement and marketing campaign.

It has a software as a services component (SAAS Marketing)

Database from 5K to 1M deliveries, it's the people use our application.

Develop and implement a full Digital Marketing Strategy for Zoom2u growth and expansion. Specifically, develop, implement, report, and optimize all Google Adwords, Twitter, Facebook LinkedIn, social media, email marketing, performance, and content strategy for B2B and B2C customers. Build, plan, and implement the overall digital marketing strategy. Oversee all the company's social media accounts. Track and measure SEO and Google Analytics metrics and provide reports. Lead, supervise, and motivate members of the digital marketing team.

### **WizyEMM (Agency for Mobile App Creation)**

#### **Growth Hacker - Marketing**

12.2017 - 12.2018 | 1yr 1mos

#### **Primary skill:**

Marketing

#### **Other Skills:**

Google Search Console, Marketing Campaigns, SAAS

Revue from \$30K to \$100k and build multiple leads.

Manages the overall growth of the company to ensure continuous growth and profitability of [wizy.io](https://wizy.io) and its products.

Identifying, implementing, testing and measuring new growth tactics and novel marketing methods.

Establishing processes and systems to ensure experimentation and measurement can be done in a scalable and repeatable model.

Multiple tasks include:

Product enabled growth hacks

Cross promotional strategies from other Match Group apps

PR and social media hacks

Influencer marketing

Online paid acquisition

App store promotion and search

Google Search Optimization

Paid Media implementation

Campaign Management

Grass roots marketing

It has a software as a services component (SAAS Marketing)

[Roya.com](https://roya.com) (Los Angeles California Agency)

**Digital Marketing Manager**

10.2016 - 12.2017 | 1yr 3mos

**Primary skill:**

Digital Marketing

**Other Skills:**

SEO, Pay Per Click (PPC), Brand Strategy, Content Marketing, Social Media Marketing

Devising strategies to drive online traffic to the company website.

Tracking conversion rates and making improvements to the website.

Developing and managing digital marketing campaigns

Utilizing a range of techniques including paid search, SEO and PPC.

Overseeing the social media strategy for the company.

Managing online brand and product campaigns to raise brand awareness.

Managing the redesign of the company website.

Improving the usability, design, content and conversion of the company website

Responsibility for planning and budgetary control of all digital marketing

Evaluating customer research, market conditions and competitor data.

Review new technologies and keep the company at the forefront of developments in digital marketing.

### **Kinetic Innovative Staffing (Australian Agency)**

#### **Online Marketing Manager**

07.2014 - 10.2016 | 2yr 4mos

Devising strategies to drive online traffic to the company website.

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### **Coalition Technologies (Los Angeles Agency)**

#### **Marketing Manager / PPC Analyst / Conversion Rate Optimizer**

06.2014 - 07.2016 | 2yr 2mos

#### **Other Skills:**

Pay Per Click (PPC), Google Ads, Search Engine Marketing (SEM), Social Media Marketing

Manage average monthly ad spends well over \$300k per month.

Handled Over 60+ PPC accounts from various businesses from E-commerce to Lead Generation Clients

Handled 20-30 clients at a time and multitasking clients and sending some basic work to other team members.

Campaign management consists of keyword creation, ad copy, targeting, conversion tracking and landing page creation.

Suggest changes for LP and form creation for mobile and desktop.

Maintain a consistent 15% conversion rate across a diverse range of real estate markets.

Consistently approach the field and challenge myself to learn new processes, tools and or methodology.

Continually optimizing pay-per-click campaigns in Google, Yahoo, MSN and other search engine marketing platforms

Providing detailed analysis of key metrics and program tracking techniques in order to identify, recommend and implement program changes to increase overall search performance.

Researching and analyzing the on-line marketplace to determine the optimal strategy

Assisting in the training of new employees through side by side demonstration of daily activities

Did Various strategies from Google Adwords, Bing, Facebook & Youtube Advertising.

### **Liquidity Services (B2B Company)**

#### **Digital Marketing Specialist**

07.2013 - 07.2014 | 1yr 1mos

Devise strategies to drive online traffic to the company website.

Track visitor and engagement rates and make improvements to the website.

Develop and manage digital marketing campaigns, utilizing a range of techniques including paid search, SEO and PPC.

Improve the usability, design, content and conversion of the company website

Responsibility for planning and budgetary control of all digital marketing

Evaluate customer research, market conditions and competitor data. Keep key internal stakeholders informed.

Support with the training and implementation of digital marketing strategies in our commercial team.

Review new technologies and keep the company at the forefront of developments in digital marketing.

Implement, analyze, and optimize display, re-targeting, organic, and paid search engine marketing activities;

Analyze and provide weekly & monthly digital marketing metrics and lead status reports;

Assist in high-level strategic use of social networks, blogs, etc.

[JobStreet.com.ph](http://JobStreet.com.ph)

#### **SEM/SEO Senior Officer**

03.2012 - 07.2013 | 1yr 5mos

Management of campaigns via Google as the main source of jobseeker database and conversions. Keywords, Placements, Adtexts, Banner Image Ads, Biddings and Landing

page enhancements. Budget amounted to millions of pesos spent. Managed to increase conversions by 10% while helped maintain the cost despite the influx of competitors using Google adwords.

Conceptualizes keyword-adtext-landing page relationship and enhancements to get efficient clicks and lowest possible cost of conversions.

Prepares monthly report to be presented/discussed to top management and Regional counterparts.

Suggested multiple programs and projects to improve user experience and increase conversions to the site.

Involved in email marketing efforts to increase the number of jobseekers applying to the site from content to scheduling of the emails.

Maintains over 30 top website partners as web affiliates from partnership proposal to contract signing and renewal.

Does extensive competitive research and analysis on multiple competitors movements namely website changes and digital strategies and how it will affect the [JobStreet.com](http://JobStreet.com) Jobseeker and Employer market.

Creates and Manages fan pages and suggests additional content optimization strategies for clients in areas such as blogs, images, videos, etc.

Involved in the planning and implementation of the largest career fair in the Philippines (Jobgantic 2012 and Career Fair Manila 2013) and suggests ways to increase pre-registrants via landing page optimization, banner ads, internal media, SEO, Social media. etc.

### **Truelogic (US, UK and Australia Agency)**

#### **SEO Specialist**

09.2011 - 03.2012 | 7mos

Social Media optimization and Content marketing

Creating multiple formulas using Excel to make everyone's job easier

Website analysis and Keyword Research

Social Media optimization and page creation

Recruiting, training and managing a team of SEO professionals

Planning and implementing powerful link building strategies to increase each client's link popularity and gain visibility on major search engines

Develop and implement Social Media strategies for various clients

Conducting competitive market research for each client to identify opportunities for increasing their online visibility

Suggesting additional content optimization strategies for clients in areas such as blogs, images and Videos

### **Clickable Marketing/Pinagency.com (US Agency)**

**Office Manager/SEO Specialist**

08.2010 - 09.2011 | 1yr 2mos

Developing and implementing effective SEO strategies for various in-house portals with the goal of improving their overall visibility on the internet and in turn increasing revenue

Conducting Keyword Market Research on target markets' searching habits

SEO Copywriting/Editing

Developing and optimizing meta tags

Social Media Optimization and Marketing

Developing SEO standards for usability design and coding

Using ethical/white-hat on-page and off-page SEO techniques to produce high rankings for numerous keywords for various portals

Developing, generating and interpreting periodic campaigns performance reports using web analytics

Monitoring organic search placement and generating weekly reports

Generating detailed monthly SEO reports using Raven tools and open site explorer

Leveraging Web 2.0 technologies for corporate marketing efforts for various company portals

Developing and managing link-building campaigns

Blog commenting and forums posting and blog creation

Social Media optimization and page creation

Onpage and offpage Search engine Optimization

Article submissions, Classified submission, 2-3 Tier Linkwheel, pyramid Linkwheel, Socialbookmarking, Social Networking/media, directory submissions and the use of info graphics.

Managed Fan pages and Facebook pages for the company

Co-ordinates between clients and staff on various projects

Helped in preparation of key project proposals and prepared important business reports

Recorded and managed attendance, conduct and behavior and reported to US management accordingly.

**SKILLS**

**Brand Strategy** | Good

**Digital Marketing** | Good

**Facebook Ads** | Good

**Google Ads** | Good

**Marketing Campaigns** | Good

**Pay Per Click (PPC)** | Good

**Product Marketing** | Good

**Search Engine Marketing (SEM)** | Good

**SEO** | Good

## EDUCATION

**University of Santo Tomas** | Bachelors in Science  
2006 - 2010

## CERTIFICATIONS

**Google Adwords Certified Individual**

**Digital Analytics Fundamentals : Google Certified**

**Google Analytics Certified Individual**

**Google Adwords Shopping Certified**

**Facebook BluePrint Certification**

**Instagram Certification Via Facebook Blueprint Program**

**Amazon Advertising Sponsored Ads US Marketplace Accreditation**

**Google Digital Garage Digital Marketing Certificate**

## LANGUAGE

**English** | Full professional