

Macky Daus

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Manila, Philippines

<https://mackydaus.com>

DIGITAL MARKETING SPECIALIST

Highly motivated and results-driven Digital Marketing expert, boasting over a decade of extensive experience in digital marketing and CMS development. I am enthusiastically seeking a challenging position within a prominent organization as a Digital Marketing Specialist or Web Development Manager. With a well-established foundation in digital strategy, web design and development, team leadership, and content production. My passion for digital excellence and innovative solutions drives me to excel in this ever-evolving field.

KEY COMPETENCIES

8 years of Wordpress experience

SEO and Analytics

Communication Skills

7 years of Digital Marketing

Team and Project Management

Proactive and self-motivated

Experience

Podcast/Video Production

PROFESSIONAL EXPERIENCE

AGENTHUB360

Mar 2023 - Aug 2023

Search Engine Optimization Specialist

Researched relevant keywords and implemented them on the site. Troubleshoot website errors on Drupal. Did SEO Monitoring and Updating, helping them increase their domain rating, and visibility to 60% in 2 months.

Century21

Oct 2021 - Mar 2023

Senior Webmaster & SEO Analyst

Managed the c21Affiliated Website and improved and implemented new SEO strategies for better agent visibility.

Keller Williams (DCNova)

Mar 2021 - Sep 2021

Digital Marketing Specialist

Managed their website and online marketing end through updated and thorough content and keyword research. Edited and develop new website modules to help with the optimization.

Real Estate IQ

Aug 2020 - Mar 2021

Digital Media Head

Spearheaded a team of Digital Marketers, Content Producers, Video Editors, Web Developers and Writers to procure the marketing and digital needs of the company.

Real Estate IQ

Jan 2020 - Aug 2020

Digital Marketing Specialist

Prepared and Implemented Digital Marketing Strategies bringing the sales up to 70% in 3 months, generating 2000 client leads through podcasts, webinars and events with more than 5,000 website turn around traffic in 2 weeks.

EDUCATION & CERTIFICATIONS

Bachelor Science in Consular & Diplomatic Affairs
De La Salle-College of St Benilde

Fundamentals of Digital Marketing Certificate
Google

Content Marketing Certificate
Hubspot

Responsive Web Design Certificate
FreeCodeCamp

Responsive Web Design Certificate
FreeCodeCamp

OTHER SKILLS & EXPERIENCES

Wordpress Development (WP Page Bakery, Elementor)
8 years

Podcast Production
5 years

Cloud DevOps
5 years

Web Hosting and Development
7 years

EXTRACURRICULAR ACTIVITIES

President, Homeowners Association
Maries Village Homeowners Association

Podcast Host
Progress Neighborhood Podcast