



SUMMARY

Hey, I'm Macky! I have over a decade of experience in WordPress development and digital marketing, specializing in SEO, CMS platforms like WordPress, Ghost, Drupal, Squarespace, and Webflow, and executing successful marketing campaigns. I combine my deep expertise in digital media and cloud development with a strong entrepreneurial spirit to create innovative solutions that help businesses grow and thrive. I'm passionate about using creative and strategic approaches to optimize website performance and develop robust digital strategies. Let's connect and explore how we can elevate your business together!

EDUCATION

De La Salle-College of Saint Benilde

Bachelor of Arts - Major in Consular and Diplomatic Affairs
2016

SKILLS

- **Digital Marketing:** With almost a decade of experience, you have a strong expertise in various aspects of digital marketing. This includes optimizing SEO strategies, managing successful marketing campaigns, and delivering innovative solutions that help businesses thrive in the digital landscape.
- **Cloud Development:** As a cloud developer, I have a decade of experience in developing cloud-based solutions. This encompasses leveraging cloud technologies and platforms to build scalable and efficient applications.
- **Web Development:** I have extensive experience in web development, specializing in CMS platforms. My proficiency includes WordPress development, as well as working with other CMS platforms such as Ghost, Drupal, Squarespace, and Webflow.
- **Innovation and Problem-Solving:** I have consistently demonstrated a commitment to delivering innovative solutions. Your problem-solving skills and ability to think outside the box have contributed to your track record of achieving results for clients.

PROFESSIONAL EXPERIENCE

Head of Digital

Victor Legal | September 2024 - Present

- Build and Lead a High-Performing Marketing Team – Recruit, mentor, and manage a team of skilled local marketing professionals, fostering a culture of innovation and excellence. Align marketing efforts with Victor Legal's business objectives, ensuring collaboration with the Principal Lawyer to drive strategic growth.
- Develop and Execute a Holistic Digital Marketing Strategy – Oversee all digital initiatives, including SEO, website management, content creation, email marketing, social media, and paid advertising. Spearhead the launch of a podcast and thought leadership content to establish Victor Legal's authority in the industry.
- Data-Driven Optimization & Budget Management – Measure and analyze marketing performance using data-driven insights, refining strategies for continuous improvement. Utilize analytics tools to track KPIs, optimize campaigns, and manage the marketing budget effectively to ensure cost-efficient, high-ROI initiatives.
- Brand Consistency, Innovation & Industry Leadership – Ensure a strong and cohesive brand presence across all marketing channels. Stay ahead of industry trends and competitor activities to implement cutting-edge strategies. Foster a collaborative and creative work environment that encourages innovation and continuous learning.

Digital Marketing Manager

McGill Restoration | December 2023 - September 2024

- Identify relevant keywords and optimize website content, including titles, meta descriptions, headings, and internal links, to boost search engine rankings.
- Conduct regular audits to identify and resolve technical issues affecting website performance and visibility.
- Content Creation and Social Media Management: Develop and enhance content to align with SEO strategies and manage social media platforms to support overall online presence.

- **Operations Management:** As a cloud developer, I have a decade of experience in developing cloud-based solutions. This encompasses leveraging cloud technologies and platforms to build scalable and efficient applications.
- **Startup Management:** I have extensive experience in web development, specializing in CMS platforms. My proficiency includes WordPress development, as well as working with other CMS platforms such as Ghost, Drupal, Squarespace, and Webflow.

CERTIFICATIONS

- Responsive Web Design Certificate
- Javascript Algorithms and Structures Certificate
- Google Certificate on the Fundamentals of Digital Marketing
- Data Visualization Certificate
- Hubspot Content Marketing Certificate

OTHER PROJECTS

- **Wordpress Development** (www.abccommodities.com)
- **Wordpress Development** (www.bizmoto.com.ph)
- **Wordpress Development** (www.bizmotinda.com.ph)
- **Website Development** (www.domescon.com)
- **Business Consultancy** (Acqua Digital)
- **Squarespace Development** (Paranormal Holidays)
- **Blockchain Consultancy** (BLKCHN Group)

PROFESSIONAL EXPERIENCE

Digital Marketing Head and SEO Specialist

AGENTHUB360 | April 2023 - October 2023

- Conducting research to identify relevant keywords and phrases that can improve website visibility and rankings on search engines.
- Optimizing website content, including titles, meta descriptions, headings, and internal linking, to align with targeted keywords and improve search engine rankings.
- Performing regular audits to identify and fix technical issues that can impact website performance and search visibility.
- Creating or optimizing content to align with SEO strategies.

Senior Webmaster & SEO Specialist

Century 21 Affiliated | October 2021 - March 2023

- Developing and implementing long-term SEO strategies and roadmaps to improve organic search performance and drive relevant traffic to the website.
- Overseeing the technical aspects of the website, including website structure, server configuration, URL redirects, XML sitemaps, and robots.txt files.
- Regularly monitoring website performance, including site speed, mobile-friendliness, crawl errors, and other technical metrics.
- Utilizing various analytics tools to track and analyze website performance, organic traffic, keyword rankings, and user behavior.

SEO Specialist and Digital Marketing

Kristin Francis Team (Keller Williams) | March 2021-September 2021

- Conducting keyword research to identify relevant keywords and phrases that align with the target audience and business goals.
- Developing and optimizing content for various digital channels, such as websites, blogs, social media platforms, and email campaigns.
- Developing and executing social media strategies to increase brand awareness, engagement, and website traffic.
- Utilizing analytics tools to track and measure the performance of SEO and digital marketing campaigns.

Digital Media Head

Real Estate IQ | January 2020-August 2020

- Staying up-to-date with the latest digital trends and technologies
- Directly Manage a team of Editors, and Designers
- Edit and Publish Audio Webinars for Podcast
- Handle simultaneous request from top-level management and other teams for their digital needs.

Digital Marketing Specialist

Real Estate IQ | January 2020-August 2020

- Staying up-to-date with the latest digital trends and technologies
- Manage and Engage with Social Media Platforms
- Edit and Publish Articles, Captions, and Email Blasts

TOOLS

- MS Office
- Adobe Creative Suite
- Canva
- ChatGPT
- VSCode
- Hubspot
- WooCommerce
- Clickup
- Trello
- Jira
- Zoho
- Google Workspace
- Drupal
- Buffer
- Figma
- SEMRush
- Ahrefs
- Planable
- Sierra
- Vultr Server
- Go High Level
- VS Code
- Wordpress
- Elementor
- Sharepoint
- Klaviyo
- Google Analytics
- Bing Analytics
- Cloudflare
- Search Atlas

Multimedia Producer | Segment Producer

Chinoy TV (ABSCBN) | January 2019-May 2019

- Collaborating with the show's producers, directors, and hosts to brainstorm segment ideas and develop compelling content.
- Organizing logistics and coordinating all aspects of segment production.
- Crafting segment scripts or outlines that effectively convey the desired messaging and flow of the segment.
- Overseeing the segment's production process on set or in the field. This involves coordinating with the production crew, including camera operators, audio technicians, and production assistants.

Senior Wordpress Developer

Peppermint Tech Innovations | January 2018-December 2018

- Developing and maintaining the company's WordPress-based SaaS product or platform.
- Collaborating with the development team and system administrators to design the technical architecture and infrastructure for the WordPress-based SaaS product.
- Conducting code reviews to ensure adherence to coding standards, best practices, and security guidelines.

Social and Digital Media Manager

Peppermint Tech Innovations | January 2018-December 2018

- Tracking and analyzing social media metrics to assess the effectiveness of social media efforts.
- Planning and executing paid social media advertising campaigns to promote the SaaS company's products or services.
- Monitoring and engaging with the company's social media communities, including responding to comments, messages, and mentions.
- Creating engaging and informative content specific to the SaaS industry, such as blog articles, infographics, videos, or case studies.

Digital Property Specialist

Ayala Land Inc. | January 2017-December 2017

- Overseeing the performance, functionality, and user experience of websites owned or operated by the organization.
- Regularly updating and publishing content on digital properties to keep them fresh and relevant.
- Implementing search engine optimization (SEO) techniques to improve organic search visibility and drive traffic to digital properties.
- Conducting regular audits of digital properties to identify and address technical issues, usability challenges, or content gaps.
- Responding to user inquiries, feedback, or issues related to digital properties.