



Macky Daus
mackydaus.com



Hey there! I'm Macky, a full-stack digital designer and digital marketing strategist with over 8 years of hands-on experience. I craft visually stunning and high-converting digital solutions that don't just look good—they work wonders too. Whether it's designing seamless websites or cooking up innovative marketing campaigns, I'm all about making brands shine and helping businesses grow.

I believe that great design and smart strategy are the secret sauce behind every successful marketing campaign. Over the years, I've had the pleasure of designing websites, apps, and pubmats that not only look great but drive results. From sleek digital experiences to eye-catching visuals, I'm passionate about creating solutions that blend creativity with purpose.

FULLSTACK DESIGNER. DIGITAL MARKETER.

mackydaus@gmail.com

I also bring extensive experience in content production across social media, branding, pubmats, and more. From crafting engaging social media posts to developing cohesive brand identities, I've done it all. My focus is always on creating content that resonates, connects, and elevates brands in the digital space.

Apart from marketing and design, all of these skills are rooted in my humble beginnings as a web developer. I've been working with WordPress since 2008, earning recognition as a pioneer contributor to the platform. Over the years, I've expanded my web development expertise to include platforms like Wix, Webflow, Ghost, Drupal, and more. This journey has continuously broadened my perspective, allowing me to offer dynamic and innovative digital solutions that meet a wide range of needs.

This unique combination of skills makes me a versatile professional, with a broad perspective spanning the technical backend to the creative frontend. I bring balance to every project I work on, blending functionality with design to create solutions that not only work seamlessly but also captivate and engage.

CONTENT PRODUCER WEB DEVELOPER

A blue square icon with rounded corners, containing a white code symbol consisting of a less-than sign, a forward slash, and a greater-than sign (</>).

WORKS

CLIENT: CENTURY 21



I had the incredible opportunity to work with **Century21** through Elmdale Partners as their **Digital Marketing Manager and SEO Specialist**. My primary responsibility was to ensure the company maintained a strong, visible digital presence. This involved developing and executing strategies to optimize SEO performance, boost online visibility, and maintain engagement across multiple social media platforms.

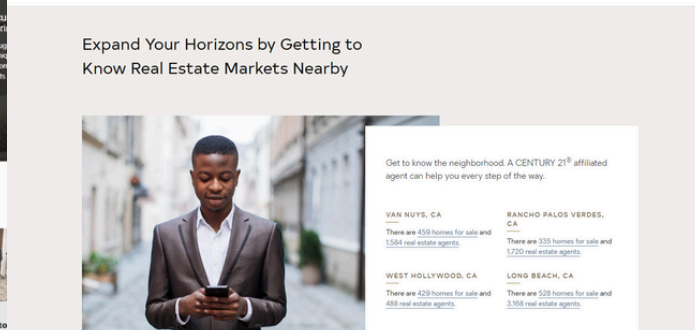
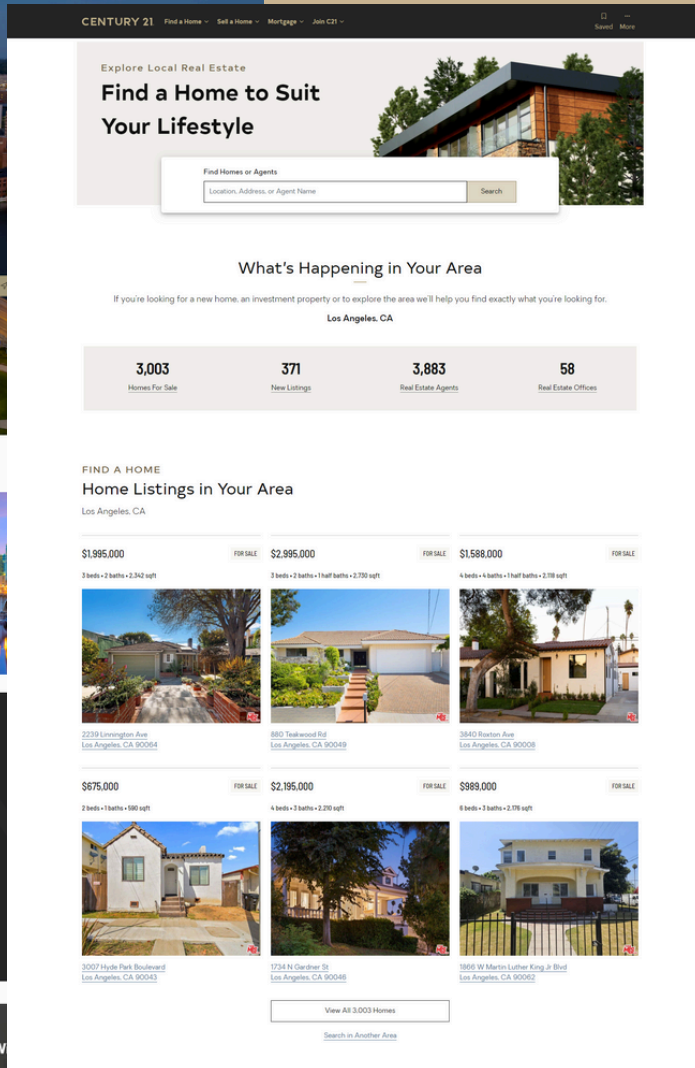
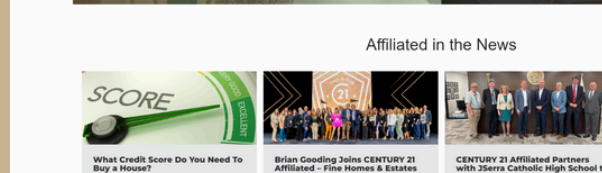
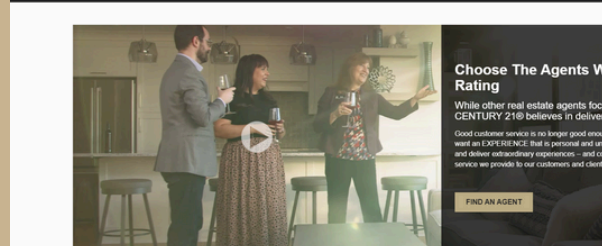
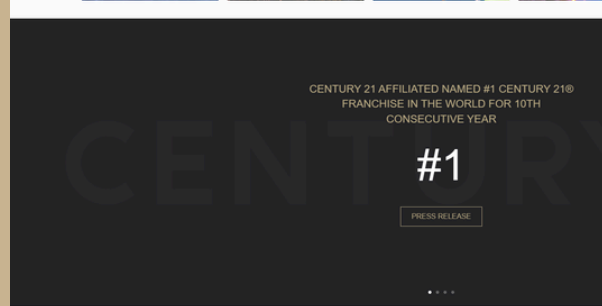
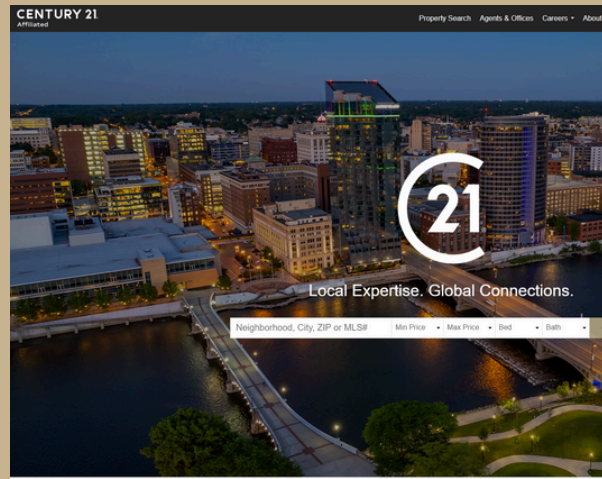
I worked closely with cross-functional teams to create content that resonated with their target audience, improved website rankings through technical and on-page SEO, and leveraged analytics to track performance, making data-driven adjustments to continuously improve results. From social media campaigns to website optimization, I was deeply involved in driving their digital growth and ensuring that Century21's online presence aligned with their business goals.

WORKS

CLIENT: CENTURY 21

I also handled both the **frontend and backend development** of their websites, ensuring that they were visually compelling, user-friendly, and **optimized for search engines**. On the backend, I worked to ensure that the websites functioned smoothly, addressing technical issues and implementing new features to improve the overall user experience. In addition to the websites, I was responsible for the internal organization of databases for both clients and agents. This included managing and maintaining the integrity and structure of their data, ensuring seamless access and smooth integration between different systems.

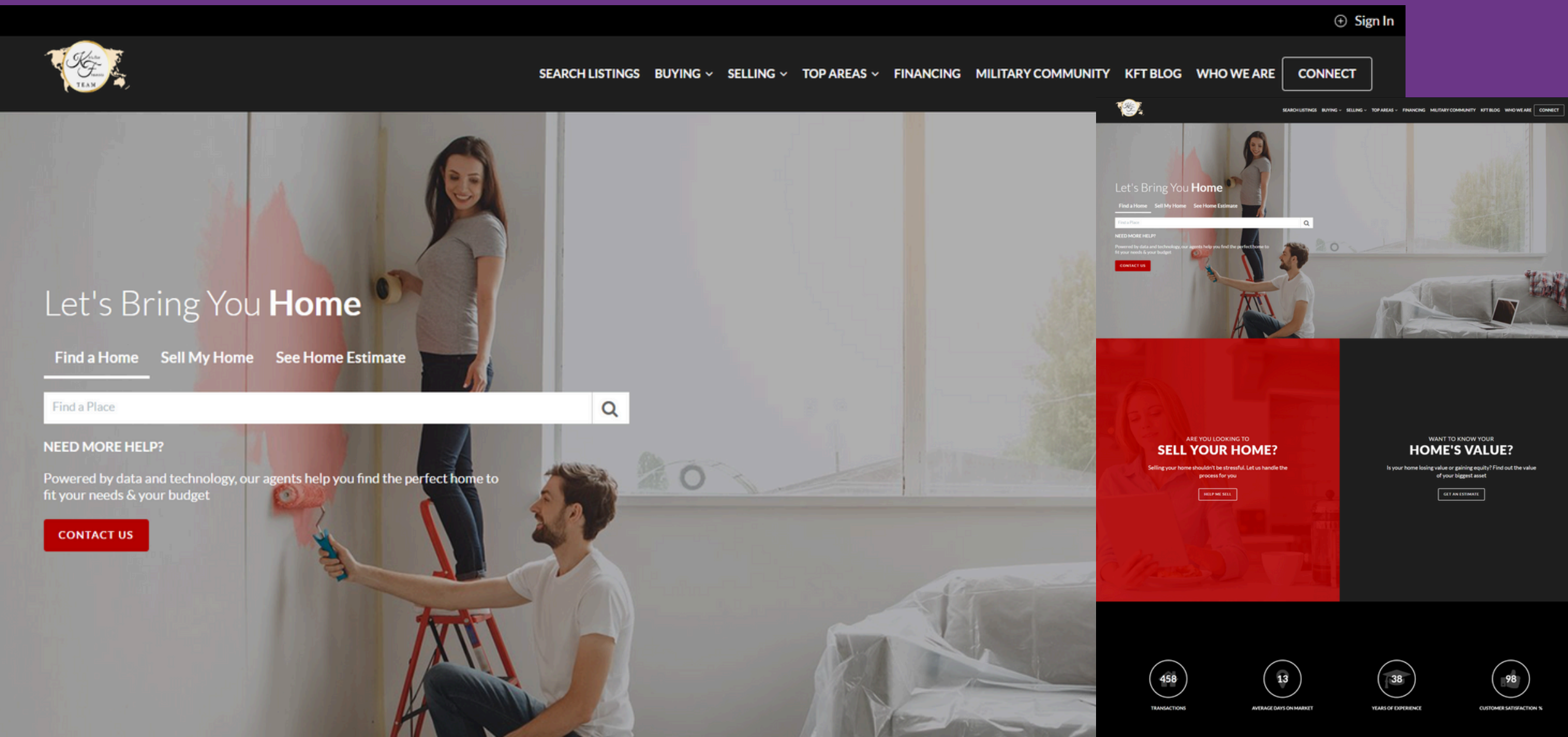
From **creating and curating content to building technically sound and well-optimized digital platforms**, my role required a balance of creativity and technical expertise. I leveraged analytics to monitor performance, allowing me to adjust strategies in real-time, ensuring the company remained competitive in the digital landscape. The result was a cohesive digital ecosystem that supported Century21's overall business objectives, enhanced user engagement, and streamlined internal operations.



I worked with Keller Williams at their DCNOVA Realty branch as their Digital Marketing Officer, focusing on driving online visibility and engagement through targeted ad campaigns. My role involved managing pay-per-click (PPC) strategies, optimizing ad performance, and utilizing analytics to measure campaign effectiveness and ROI.

WORKS

CLIENT: KELLER WILLIAMS



WORKS

CLIENT: REAL ESTATE IQ

I began my journey with Real Estate IQ, a Texas-based real estate company, as their Social Media Manager. My unconventional approach to content and engagement quickly garnered attention, leading to a promotion to Digital Media Head within just two weeks. In this role, I managed a diverse team of 8 digital marketers, 6 social media managers, 5 editors, and 10 writers.

I focused on developing innovative marketing strategies that not only boosted brand visibility but also drove engagement and lead generation. My leadership allowed us to produce compelling content that resonated with our audience, ensuring a cohesive and impactful digital presence for the company.

REAL ESTATE IQ
#1 In Deal Finding

“
Each decision opens the door to new opportunities, dare to take action NOW
Dianeth Vasquez

MEET THE SPEAKER

REAL ESTATE IQ
#1 In Deal Finding

DID YOU KNOW?

With Warren Buffet's means would jet-set from mansion to islands. But that's not actually the case. The stock person in the world has famously chosen to live in the home that he had purchased for \$31,500 in 1958. A modest property — it's made of stucco and has five rooms — has been a constant source of interest among people and real estate lovers alike.

Interview to
30 Best CEOs of the Year 2021

“
My great grandfather became a top of 20 wealthiest man in his city in China through real estate investing

— Steve Liang -
Co-founder & CEO, Real Estate IQ

REAL ESTATE IQ
#1 In Deal Finding

DID YOU KNOW?

According to Seth Williams, in Scotland, there is a common custom of painting your door red whenever you pay off your mortgage. Anyone local who owns a home knows about this custom — so, next time you're in Edinburgh, keep an eye out for homeowners who reached this critical milestone.

MEET THE SPEAKER

Fabian Toledo

REAL ESTATE IQ
#1 In Deal Finding

Favorite
A Funds
and Private Capital

WORKS

CLIENT: CHINOY TV

I worked with ChinoyTV, a media platform that showcases the stories and culture of the Filipino-Chinese community, as their Multimedia Producer and Segment Associate. During the early days of the pandemic, I played a crucial role in leveraging the show's airtimes and digital platforms to provide live updates and timely information to our audience. My responsibilities included producing engaging multimedia content and coordinating segments that kept viewers informed and connected during a challenging time.



#iamChinoY
CHINESE BY BLOOD. FILIPINO BY HEART.

“These ChinoY values have equipped me to where I am today, and I will forever cherish them at the very core of my being.”

Janeena Chan
ChinoYTV Host, Artist, Social Media Influencer

#FLASHUPDATE 最新新聞

“

From April 4 (Saturday) to 25, there will be a field implementation for the 26,000 testing kits funded under the DOST and the University of the Philippines-National Institutes of Health (UP-NIH) Project.

”

Fortunato dela Peña
DOST Secretary

CHINOY
菲華電視台



#CHINSPIRATION


“

This pandemic will change all of our lives. In fact it already has. So many stories on social media of families being closer together, reconnecting with people they haven't spoken to, extended hours of family time, increased consciousness of personal hygiene for everyone just to name a few.

”

Julian Thomas Alcasid Sese
COVID19 Survivor

CHINOY
菲華電視台



#iamChinoY
CHINESE BY BLOOD. FILIPINO BY HEART.

“I've been thinking about how I'll be able to help others while I don't even have enough resources of my own (money/food/clothes/etc), but all it really takes is your time and bringing together those who are capable of helping to those who are willing to help.”

Nina Tay Lee
Miss Chinatown 2019

WORKS

CLIENT: MCGILL RESTORATION

I was given the amazing chance to serve as the digital marketing manager for McGill Restoration, a business that provides services for disaster restoration and recovery. As the sole marketing professional in the company, I was responsible for managing social media, creating newsletters, and developing web content and design. My role also encompassed web development, ensuring a user-friendly online presence.

In addition to my digital marketing responsibilities, I spearheaded traditional marketing initiatives, driving brand awareness and outreach efforts. This diverse role allowed me to shape the company's marketing strategy and significantly enhance its visibility in the industry.



Peppermint Innovation Limited

Innovative FinTech enabling Micro Enterprise, Inclusion

Contact Us

Forbes

Peppermint Innovation is a FinTech technology platform targeting four



Payments

The Bizmoto agent network provides bill payment, buy load, cash transfer services and remittance



Micro-Insurance

BizmoProtect provides access to micro-ins

We are in the business of helping you grow



Start your micro-business now and earn using your cellphone.

Become a Bizmoto agent at simulan na ang iyong **Bills Payment** at **E-load** service.

Download Android

Download in IOS

Products and Features



Bills Payment

Mag-offer ng bills payment service sa kapitbahay, ka-opisina at iba pang kakilala mo. Smartphone lang at internet good to go na ang business mo.

[See How it Works](#)



Buy Load

Extra income gamit ang cellphone mo. Mag-offer ng E-load sa iyong mga friends, family members at iba pang kakilala. Mabilis at sigurado sa Bizmoto.



Agent To Agent Transfers

Transfer your Bizmoto Credits to your peers, and fellow bizmoto agents to make transactions more easier and more diverse.

Buy and Sell your Products online with our **E-Commerce Platform**. BizmoTinda

WORKS

CLIENT: PEPPERMINT TECH INC.

I worked at Peppermint Tech as their Digital Marketing Manager and Web Developer, focusing on both their corporate and product websites. In this dual role, I was responsible for developing and implementing comprehensive digital marketing strategies that enhanced brand visibility and drove user engagement. I ensured that both websites were visually appealing and user-friendly while adhering to SEO best practices.

This included optimizing site structure, implementing effective keyword strategies, and enhancing on-page elements like meta tags and alt text to improve search engine rankings. I conducted regular audits and analyses to identify opportunities for optimization, ensuring that our content was not only engaging but also easily discoverable by our target audience.

By leveraging analytics tools, I monitored traffic patterns and user behavior, allowing for data-driven decisions that improved the overall user experience and increased conversions. This holistic approach to digital marketing and web development significantly contributed to the success of Peppermint Tech's online presence, driving growth and establishing a strong brand identity.

INTERESTED IN
WORKING  TOGETHER?

Ping Me!

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