



CHESTER

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

ADVERTISING OPERATIONS COORDINATOR

The Prosper Group | May 2023 – October 2025 (2 Years, 6 Months)

- Managed and optimized multi-platform ad campaigns across Google, Meta, StackAdapt, Basis, LinkedIn, Spotify, and YouTube; conducted data analysis, audience segmentation, and conversion tracking via GTM, delivering strategic insights to maximize ROI.

ADVERTISING OPERATIONS SPECIALIST

WideOut Workforces Inc. | June 2021 – April 2023 (1 Year, 11 Months)

- Executed end-to-end campaign setup, trafficking, QA, and optimization across programmatic platforms; ensured timely delivery, maintained compliance, and developed reports and dashboards to support campaign efficiency.

D.E.S.O. TECHNICAL SUPPORT STAFF

COMELEC | June 2021 – April 2023 (1 Year, 11 Months, concurrent role)

- Provided on-site technical support for electronic voting systems, ensuring operational integrity, resolving IT issues, and monitoring network and device performance during elections.

INFORMATION TECHNOLOGY INTERN

Philippine Carabao Center | September 2019 – December 2019 (4 Months)

- Assisted in network administration and system troubleshooting, improved infrastructure reliability through cable restructuring, and supported system maintenance and software updates.

MANAGEMENT INFORMATION SYSTEM DEVELOPER (INTERN)

C.L.S.U. Animal Medical Center | August 2018 – December 2018 (5 Months)

- Designed and developed an information system to digitize records and financial transactions, improving data management efficiency and operational accuracy.

SKILLS/AREAS OF EXPERTISE

- Digital Advertising Strategy & Campaign Optimization
- Paid Media Management (Google, Meta, LinkedIn, Programmatic)
- Audience Targeting, Segmentation & Retargeting
- Marketing Analytics & Performance Reporting
- Cross-Functional Collaboration & Client Communication
- Process Documentation, SOP Development & Workflow Optimization
- Creative Asset Coordination & Quality Assurance (QA)
- Remote Team Coordination & Project Management
- Data Analysis & Visualization (Looker Studio, GA4)
- Ad Trafficking & Tag Implementation (Google Tag Manager)

TECHNOLOGY

- Google Ads
- Meta Ads Manager
- LinkedIn Campaign Manager
- Programmatic Platforms (Basis, StackAdapt)
- Google Analytics 4 (GA4)
- Looker Studio
- Adobe Creative Suite
- Canva
- Java
- Zendesk
- Trello
- HubSpot
- Microsoft Office 365
- Google Workspace

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