



PAULO

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy & Campaign Management (8+ Years Experience)
- CRM & Marketing Automation (GoHighLevel, HubSpot)
- Email Marketing & Lead Nurturing Campaigns
- Social Media Marketing & Content Strategy
- Content Creation & Copywriting
- Landing Pages & Funnel Optimization
- Facebook / Meta Ads & Paid Advertising
- Lead Generation & Conversion Optimization
- Data Analysis, Reporting & Performance Tracking
- Marketing Operations & Campaign Execution
- Team Leadership & Project Management
- Graphic & Video Content Development

TOOLS

- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform

Results-driven Digital Marketing Specialist with 8+ years of experience in SEO, social media management, and paid advertising, complemented by 12 years in content and copywriting leadership. Proven track record of driving lead generation, managing multi-channel campaigns, and overseeing high-performing content teams to deliver measurable growth and engagement. Brings strong expertise in email marketing, analytics, marketing automation, and SEO tools (Ahrefs, SEMrush), helping organizations scale digital presence, optimize conversions, and achieve sustained business success.

WORK EXPERIENCE

HEAD WRITER & DIGITAL MARKETING MANAGER

REACH Business Coaching Ltd. | 2015 – 2026 (11 Years)

- Led content and digital marketing strategy including blog writing, email campaigns, lead magnets, social media marketing, paid ads, and administrative support while driving lead generation and audience engagement.

ONLINE MARKETING SPECIALIST

PB Content Creatives (Self-Employed) | 2022 – 2026 (4 Years)

- Managed content and marketing for multiple clients including social media campaigns, email marketing, blog writing, paid advertising, and lead generation initiatives.

DIGITAL MARKETING MANAGER

DTR Customs | 2022 – 2026 (4 Years)

- Handled social media content, email marketing campaigns, landing page copy, marketing automation, and print ad design.

COPYWRITING & SOCIAL MEDIA MANAGER

Storyy | 2021 – 2023 (2 Years)

- Managed teams of copywriters and social media managers while producing ads, email campaigns, and website content.

ADVERTISING & BRANDING SUPERVISOR

Callbox Sales & Marketing Solutions | 2013 – 2015 (2 Years)

- Supervised SEO and content teams, ensured quality assurance of published content, and supported branding strategy execution.

SOURCING/RECRUITMENT SPECIALIST

iQor Philippines | 2016 – 2020 (4 Years)

- Managed recruitment processes, sourcing campaigns, and lead generation while supporting business analysis and reporting.

CUSTOMER CARE ASSOCIATE

Convergys | 2011 – 2013 (2 Years)

- Handled billing, sales, and customer service interactions including escalations and high-priority transactions.

GUIDANCE COUNSELOR

Colegio de las Hijas de Jesus | 2009 – 2010 (1 Year)

- Provided counseling, conducted evaluations, and supported accreditation processes.

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