



CARLO

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

GOOGLE ADS MANAGER (FREELANCE PROJECTS)

PicketPros.com | 4 Months

- Built and optimized Google Search Campaigns for service-based businesses, applying keyword research, budget scaling, and performance tracking to maximize ROI.

GOOGLE ADS MANAGER

Evergreen Junk Removal | 9 Months

- Managed Google Ads campaigns to generate leads and increase conversions, monitored analytics, and implemented bid strategies to enhance ad performance.

GOOGLE ADS MANAGER

Advanced Heating and Cooling MA | 3 Months

- Developed and executed targeted Google Ads campaigns to boost website traffic and improve local brand visibility.

GOOGLE ADS MANAGER

Koncept KB | 2 Months

- Created and optimized Google Ads campaigns with conversion tracking and performance analysis to improve cost efficiency and ad reach.

COMPUTER OPERATOR

Al Othaim Markets | 2024 - January 2025 (1 Year)

- Managed data input and system operations, maintaining accuracy and efficiency in retail data systems.

OFFICE STAFF

Caraga Security Agency | 2015 - 2020 (5 Years)

- Handled administrative and clerical tasks, maintained files and records, and supported daily operational activities.

DATA ENCODER/FILE MANAGER

HRDU - DSWD | 2014 (1 Year)

- Performed accurate data encoding and file management to support government documentation and reporting.

SKILLS/AREAS OF EXPERTISE

- Google Ads Specialist (Search, Display, Video, Shopping, PMAX Campaigns)
- Media Buying & Campaign Optimization
- PPC (Pay-Per-Click) Strategy & Management
- Keyword Research & Competitor Analysis
- Conversion Tracking (Tag Manager, GA4)
- Campaign Data Analysis & Reporting
- Social Media Management & Ads (Facebook/Instagram)
- Email Marketing & Automation
- Digital Marketing Strategy & Lead Generation
- Content Writing & SEO Coordination

TECHNOLOGY

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- SEMrush
- Ahrefs
- Screaming Frog
- WordPress
- Magento
- Squarespace
- Canva
- Microsoft Office 365
- Google Workspace

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