



DALE ROXAS

DIGITAL MARKETING PROFESSIONAL

PROFESSIONAL SKILLS

Digital Marketing
Ecommerce
Shopify
SEO and Google Analytics
Google Merchant
Google Search Console
Google Tag Manager
Paid Ads Management
Social media strategy
Web content development
Copywriting
Corporate blogging
Project management
Market research
Website Development
Client Account Management
Good understanding of HTML, CSS,
XML, JavaScript and PHP.
Growth Hacker
Link Building Strategy
Keyword Optimization & Strategy
Research & Analysis

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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ABOUT

Experienced Digital Marketer with expertise in paid and organic channels with 9 years work experience. Proven abilities in project management and conflict resolution. Excellent communication skills. Seeking challenging position in company with opportunity for advancement.

WORK EXPERIENCE

FREELANCE DIGITAL MARKETER

Freelance Clients from UAE, USA & EU - Remote April 2022 - Present

SEO (Organic)

- Monitor Google Search Console
- Monitor Google Analytics
- Check for Website Errors
- Monitor Website Speed
- Review Keyword Ranking
- Build Backlinks to Your Website
- Be Active on Social Media
- Keep Your Content Fresh
- Optimize Your Content
- Look out for Cannibalization
- Duplicate Content Check
- Low-Quality Content Clean-Up

PPC Manager (Paid)

- Participate in forming effective paid search strategies
- Launch and optimize various PPC campaigns
- Oversee accounts on search platforms (e.g. Google AdWords, Bing)
- Oversee accounts on social media platforms (e.g. Meta, LinkedIn & Twitter)
- Be involved in keyword selection and audience targeting
- Monitor budget and adjust bids to gain better ROI
- Track KPIs to assess performance and pinpoint issues
- Produce reports for management (e.g. dashboards)
- Write attractive and concise copy for adverts
- Suggest and develop new campaigns across multiple channels
- Maintain partnerships with PPC ad platforms and vendors
- Find ways to reduce risk of click fraud
- Keep abreast of PPC and SEM trends

SOCIAL

Linkedin: shorturl.at/hsL47
Certification: <https://bit.ly/3f3j6AT>
Twitter: @angrydax

CURRENT LOCATION

Metro Manila, Philippines

DIGITAL MARKETING SPECIALIST

Mohamed Alowais Investments L.L.C. - Dubai | Dec 2020 - Mar 2022

- Managed Social Media Accounts
- Managed Google Adwords Account
- Managed Paid Ads for Social Media
- Managed Post Schedule (Contents - Social Media)
- Monthly Reporting
- Google Merchant / Analytics / Search Console / Tag Manager
- Planning and Implementation of Organic and Paid Campaigns
- Conduct A/B test on campaigns for further optimization

Ecommerce Manager (Shopify)

- Optimization / Management of [4] ecommerce websites
- SEO optimization of each website as per target location and products specification
- Integration of applications as per shopify requirements
- Link Building / Keyword / Content Optimization
- Blog Content Optimization
- Competitor Research
- Industry Analysis
- Websites Managed: www.garner.ae, www.revivesups.ae, plaindesserts.ae & www.alqudra.sa

PPC SPECIALIST

Alpha Candy LLC - Dubai | Feb 2020 - April 2020

- Managed social media accounts
- Increased social media following and clicks
- Prepare marketing projections for both Organic and Paid Campaigns
- Daily optimization of Adwords Campaign for internal and clients account
- In-depth Competitor research for internal and clients accounts
- Planning and Implementation of Organic and Paid Campaigns
- Conduct A/B test on campaigns for further optimization
- Prepare monthly report analysis

DIGITAL MARKETING MANAGER

Al Rowaad Advocates (Law Firm) - Dubai | Nov 2018 - Dec 2019

SEO(Organic)

- Plan, develop and implement appropriate SEO Strategy.
- Maintaining Website Health; Back links, Traffic and Conversion Rate
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Identify key SEO KPI's
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Identify the buyer persona to better target identified audiences
- Identify problems and deficiency and implement solutions in a timely manner
- Suggest improvements in process and productivity optimization
- Collaborate with web developers and marketing team
- Stay up to date with the latest SEO and digital marketing latest trends and best practices
- Slashed administration costs 30% by negotiating pricing and fees with freelancers and outsource SEO Services, while ensuring the continuation and enhancements of services.

Paid Ads

- Provide thought leadership and competitive strategies to find market gaps for increased campaign success across multiple channels
- Execute best practice campaign strategies, structure, and reporting
- Create and execute successful keyword management, creative testing, and bidding strategies on PPC Channels to effectively achieve customer acquisition goals
- Provide campaign insights through keyword and competitor research and keyword testing
- Execute campaign strategy and optimizations daily across multiple brands
- Conduct detailed SEM Audits for campaign research
- Coordinate forecasts and budgeting with other members of the team

FREELANCE DIGITAL MARKETER

Rapid Boost Marketing, Schola & 24VA - Philippines | May 2016 - Sep 2018

- Lead SEO projects for our client partners from end to end – from briefing, delivery to reporting. Always ensuring top quality delivery and strategy within agreed time frames
- Identify improvements of business process to streamline our SEO efforts for clients, and suggest improvements in process and productivity optimization
- Generate inspiring insights for clients, communicate them effectively and ensure recommendations are supported by sound research and analysis.
- Ensures that client briefs, Priorities and associated challenges are fully understood by the project team where relevant along with relevant deadlines and expected deliverable.
- Leads sections of business development related to SEO and presents relevant sections in pitch meetings with support of SEO Head and Business Development Director
- Train and mentor new team members and interns on subject matter expertise.
- Collaborate with web developers and marketing team Perform daily account management and of pay per click accounts platforms
- Maintenance and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Provide creative copy suggestions and graphical ad templates.
- Communication to team and management on project development, timelines, and results.
- Work closely with the other team members to meet client goals.

DIGITAL MARKETING EXECUTIVE

Al Rowaad Advocates, Setupzone (Subsidiary) - Dubai | Dec 2015 - April 2016

- Develop SEO Strategy
- Website Re-Design
- Research and implement search engine optimization recommendations
- PPC Campaign Manager
- Administrator of Google Webmaster, Analytics and AdWords
- Keyword Research, analysis and expansion
- Link Building, Article Writing, Blogging, Press Release
- Establish Partnership / B2B
- Lead Generation, Branding
- Research and analyze competitor advertising links
- Email Marketing

DIGITAL MARKETING EXECUTIVE

Farahat & Co - Dubai | Dec 2014 - Dec 2015

- Develop SEO Strategy
- Website Re-Design
- Research and implement search engine optimization recommendations
- PPC Campaign Manager
- Administrator of Google Webmaster, Analytics and AdWords
- Keyword Research, analysis and expansion
- Link Building, Article Writing, Blogging, Press Release
- Establish Partnership / B2B
- Lead Generation, Branding
- Research and analyze competitor advertising links
- Email Marketing

SEO SPECIALIST

Smashing Cleaning Services - Dubai | Dec 2013 - Dec 2014

- Develop SEO Strategy
- Website Re-Design
- Research and implement search engine optimization recommendations
- PPC Campaign Manager
- Administrator of Google Webmaster, Analytics and AdWords
- Keyword Research, analysis and expansion
- Link Building, Article Writing, Blogging, Press Release
- Establish Partnership / B2B
- Lead Generation, Branding
- Research and analyze competitor advertising links
- Email Marketing

EDUCATION

BACHELOR OF SCIENCE, ELECTRONICS ENGINEERING

AMA University | 2005 - 2009

GPA 3.5

REFERENCE

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I HEREBY CERTIFY THAT THE STATEMENTS ABOVE ARE TRUE AND CORRECT.

DALE ADRIAN C. ROXAS
APPLICANT