

Aldo Timothy Daquioag

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Search Engine Marketing Manager

SUMMARY

Career history includes many examples of creative solutions using available tools and technologies. Has demonstrated ability to learn and apply new technologies quickly. Exceptional leader and adept in persuasion architecture to robustly convert visitors into sales. Has a strong analytical thinking, decision making, and problem solving skills, excellent interpersonal skills, able to communicate and collaborate effectively with coworkers at all levels, and self-motivated. Has proven and outstanding leadership, and management skills, excellent project management skills, ability to work well under pressure, and the desire to achieve and excel above the rest. Has six years of practical work experience in Web Design and Search Engine Marketing. Strong background and excellent knowledge in SEO, Web Analytics and managing and implementing PPC campaigns (i.e. Google Adwords, Yahoo Search Marketing and MSN Adcenter). Expert level in HTML, CSS and script validation using W3C standards, PHP, Java Script and Photoshop. **Google Advertising Professional Certified and WebCEO Certified Competent Internet Marketer.** Currently seeking a challenging Management position in Search Engine Marketing in an organization in need of an aggressive, dedicated individual willing to advance.

KEY AREAS OF EXPERTISE

Pay Per Click Management	Project Management
Keyword Research	On Page SEO
Internet Marketing Strategy	Off Page SEO
Planning	Website Design
Web Analytics (Google Analytics)	People Management

PROFESSIONAL PROFILE

PROVEN METHODOLOGY / SKILLS

- Gradually Improved PPC Cost per Conversion
- Keyword Research and Analysis
- Managed to establish page 1 SERP in merchant account and reservation software related search phrases
- Developed online marketing strategy for hospitality client
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WORK EXPERIENCE

DirectWithHotels Philippines

July 2006 - present

Search Engine Marketing Manager

Duties involve:

- Ensure that the lead to subscriber is within the acceptable conversion ratio.
- Setup and maintain paid campaigns (Google Adwords, MSN Adcenter, Yahoo Search Marketing, Adbrite Etc.) and maximize its performance in terms of generating traffic & conversion.
- Perform website audits and optimization of website codes, content and link structure.
- Develop Search Engine Marketing Plans/Strategies in support of clients' business objectives.
- Track Website and campaign performances and generate report using Google Analytics.
- Continuously improve the organic performance (SERP ranking) and keyword selection/management.
- Paid campaigns and organic landing page optimization.
- Maintain consistency in online branding.
- Create process maps based on ISO requirements.
- Create/plan online work instructions for the company.
- Manage Team
- Manage Projects

Cosmopolitan Promotions and Casting Agency 2006

January 2006 – June

Webmaster

Design and Maintain Company Website.

Filweb Systems Technology

May 2005 – June 2006

Website Designer

Developed custom websites for off-shore clients.

Moderntech Computer Systems Inc. 2005

February 2004 – March

Webmaster

Design and Maintain Company Website.

Design and Maintain clients' websites.

SOFTWARE / WEB DEVELOPMENT KNOWLEDGE

WebCEO

Adobe Dreamweaver

Adobe Photoshop

Adobe Fireworks

CSS

XHTML

PHP(Hypertext Preprocessor)

MS Office

