

Certification and Professional Development

- ✓ Advance Diploma in Digital Marketing (Alpha Academy)
- ✓ Google Ads Search Certification (Google Digital Academy)
- ✓ Google Display Ads Certification (Google Digital Academy)
- ✓ Google Video Ads Certification (Google Digital Academy)
- ✓ AI-Powered Google Shopping Ads Certification (Google Digital Academy)
- ✓ Google Analytics Certification (Google Digital Academy)
- ✓ Digital Marketing E-Degree Certification (Eduonix Academy)
- ✓ Digital Marketing Certification (HubSpot Academy)
- ✓ Email Marketing Certification (HubSpot Academy)
- ✓ Search Engine Optimization (SEO) – Complete Specialization Course (Eduonix Academy)
- ✓ SEO Certification (HubSpot Academy)
- ✓ Digital Marketing Specialist - CPE (LinkedIn Learning)
- ✓ Social Media Marketing Certification (HubSpot Academy)
- ✓ Content Marketing Certification (HubSpot Academy)
- ✓ Inbound Marketing Certification (HubSpot Academy)
- ✓ Advanced Search Engine Optimization Certification Program (Simpli Learn)
- ✓ Advanced Website Conversion Rate Optimization Certification (Simpli Learn)
- ✓ Pay Per Click – PPC Foundations (Simpli Learn)
- ✓ Advance Diploma in information Technology Project Management (TAFE)
- ✓ Diploma in Computer Networking (Alpha Academy)
- ✓ Certificate IV in Cyber Security (TAFE) (Expected completion 2025)

Summary of Professional Expertise

Results-oriented Full Stack Digital Marketer with over 13 years of experience in web development, content creation, and digital marketing. I have successfully led teams of up to 10 in managing social media profiles and producing engaging content across multiple channels, ensuring alignment with brand messaging and driving audience engagement. My expertise includes developing comprehensive digital marketing plans that integrate SEO, SEM, email marketing, and social media strategies to enhance brand visibility and drive lead generation.

I have a proven track record of executing end-to-end digital advertising campaigns, managing substantial budgets, including over \$150k per month on Google Ads and \$50k per month on Meta Ads focused on lead generation. My responsibilities encompass budget allocation, content creation, and performance analysis to ensure optimal return on investment (ROI) and engagement metrics.

With a solid foundation in project management and a deep understanding of digital content and user intent, I craft impactful marketing strategies that resonate with target audiences and achieve measurable outcomes. I thrive in dynamic environments, collaborating seamlessly with cross-functional teams to drive marketing initiatives forward while maintaining a keen focus on data-driven decision-making.

Technical Skills and Software Proficiencies

Search Engine Optimization (SEO)

- ✓ *Expertise in On-Page and Off-Page SEO Techniques:* Proficient in optimizing websites to improve search engine rankings, including external backlinks and internal linking strategies.
- ✓ *Advanced Knowledge of SEO Audit Tools:* Skilled in using tools such as SEMrush, Ahrefs, Screaming Frog, SEO Spy Glass, Google Search Console, Bing Webmaster Tools, and various SaaS SEO tools to conduct comprehensive audits and enhance website performance.
- ✓ *Keyword Research and Content Optimization:* Proficient in utilizing keyword research tools (e.g., SEMrush, Ahrefs, Moz, RankPro, Zebra SEO, Topic Mozo) and content optimization tools (e.g., Scalenut, WriterZen, Longshot AI) to drive organic traffic.
- ✓ Good Understanding of On-Page SEO, Off-Page SEO and Technical SEO technics including External Back Links and Internal Page Link, Local Citation and Social Bookmarking strategy.

Pay-Per-Click (PPC) Advertising

- ✓ *Campaign Management:* Proven experience in designing, executing, and managing PPC campaigns across platforms such as Google Ads, Facebook Ads, and LinkedIn Ads, TikTok Ads, with a strong focus on maximizing return on investment (ROI).
- ✓ *Keyword Research and Optimization:* Skilled in conducting thorough keyword research and analysis to identify high-performing keywords, ensuring effective targeting and improved ad performance.
- ✓ *Ad Copywriting and A/B Testing:* Proficient in crafting compelling ad copy and conducting A/B testing to optimize ad creatives and landing pages, enhancing click-through rates (CTR) and conversion rates.
- ✓ *Performance Tracking and Analytics:* Experienced in utilizing analytics tools to monitor campaign performance, analyse key metrics, and generate actionable insights for continuous improvement.
- ✓ *Budget Management:* Competent in managing PPC budgets effectively, allocating resources strategically to maximize campaign impact while minimizing costs.

Social Media Marketing

- ✓ *Campaign Execution:* Demonstrated ability to design and implement effective social media campaigns across various platforms, including Facebook, Twitter, Instagram, and LinkedIn, to drive engagement and brand awareness.
- ✓ *Reputation Management:* Experienced in utilizing tools such as Climbo, Vista Social, and BrightLocal for optimizing Google My Business profiles and enhancing social media engagement.
- ✓ *YouTube Channel Optimization:* Proficient in improving YouTube channel performance through strategic optimization techniques, employing tools like TubeSift and vidIQ to enhance visibility, engagement, and subscriber growth.

Content Marketing

- ✓ *Content Creation and Distribution:* Proficient in developing diverse forms of digital media, including blog posts, videos, and infographics, to effectively engage target audiences.
- ✓ *Graphic Design and Video Production:* Experienced in leveraging advanced technologies to craft compelling designs and marketing copy. Skilled in using tools such as Adobe Photoshop, Canva, Graficto, Glorify, and Vista Create for graphic design, as well as video editing software including Adobe After Effects, FinalCut Pro, CapCut, InVideo, Filmora, and Movavi Video Editor to produce captivating visuals and videos.

Email Marketing

- ✓ *Campaign Management:* Skilled in designing and managing email and SMS marketing campaigns using platforms such as Klaviyo, Mailchimp, SMS-IT, and AcumbaMail, with a strong focus on list management and A/B testing to optimize performance.
- ✓ *Marketing Automation Proficiency:* Experienced in utilizing marketing automation tools, including HubSpot, VistaSocial, and OnlySocial, to enhance efficiency and streamline marketing processes.

Data Analytics, Competitor Analysis and Task Automation

- ✓ *Data Interpretation:* Knowledge of analyzing and interpreting data using Google Analytics (GA4), Tag Manager, Data Studio, and Excel to drive informed marketing decisions.
- ✓ *Competitor Analysis:* Expertise in leveraging web scraping and analytical tools, including Browse.ai, Lead Sniper, SPACE SERP, TubeSift, Branalyzer, and Conduit AI, to derive actionable insights and inform strategic decision-making.
- ✓ *Task Automation:* Proficient in implementing task automation solutions using platforms such as Zapier, Pabbly Connect, SaveMyLeads, Apiway, and Active Pieces to enhance operational efficiency and streamline workflows.

Additional Skills

- ✓ *CMS Expertise:* Advanced knowledge of popular CMS platforms including WordPress, OpenCart, Drupal, and Joomla for website development and content management for optimal performance.
- ✓ *SMS Marketing:* Understanding of SMS marketing strategies using decentralized SMS gateways.
- ✓ *MS Office Proficiency:* Advanced skills in Microsoft Office Suite (Word, Excel, PowerPoint, Project).

Employment History**Sr. Digital Marketing Coordinator (SEO/ SEM Specialist: First Aid Pro / Skills Training College)***Feb 2024 – Current***Responsibility:**

- **Manage Digital Marketing Platforms:** Oversee and coordinate digital marketing campaigns, leveraging SEM, SEO, email marketing, and retargeting strategies to meet our marketing objectives.
- **Led a team of 10** in managing social media profiles and producing engaging content across multiple channels, including websites, blogs, social media, and email, ensuring alignment with brand messaging and driving audience engagement.
- **Develop Digital Marketing Plans:** Create comprehensive marketing plans aligned with business goals, integrating SEO, SEM, email marketing, and social media strategies to enhance brand visibility and drive lead generation.
- **Website Management:** Manage the organisation's website (30 plus website), ensuring optimal performance and user experience through ongoing updates and improvements.
- **Execute Digital Campaigns:** Managed end-to-end digital advertising campaigns across platforms, including Google Ads (over \$150k per month) and Meta Ads (approximately \$20k per month). Responsibilities included budget allocation, content creation, and performance analysis to ensure optimal return on investment (ROI) and engagement metrics.
- **Implement SEO Strategies:** Conduct keyword research and manage PPC campaigns to increase website traffic and continuously improve search engine rankings.
- **Utilise Analytics Tools:** Adopt an analytical approach to track KPIs, generate reports, and interpret data for informed decision-making, optimising marketing strategies and identifying areas for improvement.
- **Develop Email Marketing Strategies:** Create and execute email marketing campaigns with a focus on segmentation, A/B testing, and automation to increase open rates and facilitate lead nurturing.
- **Contribute to Website Development:** Improve UI/UX elements of the website and maintain servers, including backup procedures to ensure data integrity and continuity of operations.
- **Team Collaboration:** Work effectively as part of a team, leveraging strong interpersonal and communication skills to collaborate on digital marketing initiatives.
- **Data Management:** Employ strong data management skills to ensure accurate tracking and reporting of marketing performance metrics.

ACHEIVEMENTS

- **Campaign Success:** Increased lead generation by 30% within six months through the implementation of targeted SEM and SEO strategies.
- **Digital Marketing Plan Development:** Successfully developed and executed a comprehensive digital marketing plan that improved brand visibility, resulting in a 40% increase in website traffic.
- **Website Performance:** Managed website updates that improved loading speed by 50%, enhancing user experience and reducing bounce rates by 25%.
- **SEO Strategy Implementation:** Conducted comprehensive keyword research that improved organic search rankings, resulting in a 50% increase in traffic from search engines.
- **Data Analysis and Reporting:** Utilised analytics tools to track KPIs, leading to data-driven decisions that enhanced marketing strategies and identified improvement areas, resulting in a 20% increase in campaign effectiveness.

Digital Marketing Executive: Astra Green Solutions Pty Ltd*July 2022 – Feb 2024***Responsibility:**

- Led a team of 8 in developing comprehensive digital marketing plans aligned with business objectives, integrating SEO, SEM, email marketing, and social media strategies to enhance brand visibility and drive lead generation.

- Execute End-to-End Digital Campaigns: Oversaw budget allocation, content creation, and performance analysis for digital campaigns, managing Meta Ads worth \$50k per month focused on lead generation to ensure optimal ROI and engagement metrics.
- Produce engaging and relevant content across multiple channels, including website, blog, social media, and email, ensuring consistency in brand messaging and fostering audience engagement.
- Implement SEO strategies, conduct keyword research, and manage PPC campaigns, resulting in increased website traffic and continual improvement in search engine rankings.
- Utilize analytics tools to track KPIs, generate reports, and interpret data for informed decision-making, constantly optimizing marketing strategies and identifying areas for improvement.
- Analyze user experience and implement CRO strategies to enhance website conversions and refine the user journey.
- Develop and execute email marketing strategies, incorporating segmentation, A/B testing, and automation to drive increased open rates and facilitate lead nurturing.
- Contribute to website development, improving UI/UX elements and maintaining servers, including backup procedures to ensure data integrity and continuity of operations.

ACHEIVEMENTS

- Spearheaded initiatives to enhance the website's user interface and experience, resulting in a 40% increase in user engagement and a 25% decrease in bounce rates within six months.
- Established robust server maintenance procedures, including regular backups, resulting in a 95% reduction in downtime and ensuring uninterrupted service availability.
- Implemented rigorous backup procedures, ensuring data integrity and security, resulting in zero data loss incidents over a period of two years.
- Implemented SEO strategies leading to a 35% rise in organic search rankings.

SEO, Content Management and Digital Marketing for Flower City Australia

Jan 2021 – July 2022

Responsibility:

- Develop and manage high-quality content optimized with relevant keywords to enhance SEO and improve global visibility for eCommerce products and services.
- Create visually appealing graphics and manage social media accounts to effectively promote eCommerce offerings, engage customers, and drive traffic to the online store.
- Produce engaging digital content tailored for various social media platforms, including product promotions, tutorials, and customer testimonials, to enhance brand presence and customer interaction.
- Conduct regular website audits to ensure optimal performance, manage databases, and perform routine server cleanups and backups to maintain site integrity and security.
- Design and manage newsletters to keep customers informed about new products, promotions, and updates, fostering customer loyalty and driving repeat purchases.
- Implement comprehensive marketing strategies that encompass both paid promotions (such as PPC and social media ads) and organic growth tactics (such as SEO and content marketing) to maximize reach and sales.

ACHEIVEMENTS

- Successfully revamped an outdated website into an advanced CMS platform featuring an improved user interface, streamlined navigation, and a simplified checkout process. This transformation has significantly enhanced customer loyalty and satisfaction.
- Developed and implemented a sophisticated back-end reporting system that accurately determines shipping dates for deliveries. This initiative has greatly improved the ability to meet customer expectations for timely delivery, resulting in increased customer trust and retention.
- Produced engaging digital content tailored for various social media platforms, including product promotions, tutorials, and customer testimonials, which significantly enhanced brand presence and customer interaction.

Website Developer, Digital Content Creator and SEO & SEM Service Provider

(Worked as Freelancer since 2011-2023)

Responsibility:

- Developed and managed websites for small to medium businesses using WordPress, Open Cart, Drupal, and other CMS platforms
- Conducted keyword research, Explored and Analyzed High Target short tail keywords and long tail keywords to create engaging content for global visibility and better ranking in different niches for various clients.
- Created engaging content for blogs, social media, and email campaigns for several clients in different niches.
- Executed Digital Video Production, Creative Graphic design and Social Media management for several clients.
- Performed Regular website Audits, Log Audits, Database Management, Malware Analysis and Removal and performed Regular server cleanup and backup for various clients.
- Conducted Newsletter Campaigns for several clients on specific occasions using SAAS products such as Accumba Mail, Mailchimp and Send Go Mail Services.
- Managed social media accounts and created paid advertising campaigns on Facebook, Instagram, and Google Ads.
- Analyzed website and social media data using Google Analytics and provided insights to improve marketing strategies.
- Implemented paid promotion and was involved in Exchanging Backlinks on High Domain Authority Sites and Guest Post engagements on social sites and forums such as Quora, Medium, and Reddit.

Professional Experience

Sr. Customer Operation Officer-OEL <i>(Order Engineering and Logistics)</i>	KONE Elevators, Sydney	March 2013-Dec 2020
Helpdesk Warranty Claim Officer –OEL	KONE Elevators, Sydney	Oct 2012- March 2013
Logistics Officer –OEL	KONE Elevators, Sydney	Nov 2011–Oct 2012
Logistics Manager	McDonald's Australia Limited	Feb 2010 – Oct 2011

Referee: Available upon request