

# JEAN DIAZ PALABRICA

Davao City, Philippines - +63 956 993 9976

Phnom Penh, Cambodia · +855 717635561

[jeaniusseo@gmail.com](mailto:jeaniusseo@gmail.com)

<https://www.linkedin.com/in/jeandiazpalabrica> ·



## PROFILE:

- ✓ Results-oriented and with over 17 years of experience in digital marketing.
- ✓ Expertise in SEO, Paid Search (PPC), Social Media Marketing (SMM)
- ✓ Can develop and strategize digital marketing campaigns from scratch
- ✓ Expertise in E-commerce, Real Estate, iGaming, and Beauty niches.
- ✓ Expertise in Lead Generation Strategy
- ✓ Can work under pressure with minimal supervision.
- ✓ Passion in teaching and handling team.
- ✓ Creative professional with a strong determination to perform great work and well developed critical thinking skills.

## WORK EXPERIENCES

2025 - PRESENT

**CEO – VENTORICH MEDIA**

**CAMBODIA**

**ACCOUNTS: TIKTOK, INFLUENCER MARKETING MEDIA**

- Team Management
- Define and communicate the company's vision, mission, and long-term goals in the media and video production industry.
- Identify market trends and position the studio to stay competitive in film, digital content, and new media formats.
- Oversee brand strategy to ensure the studio stands out in a crowded creative landscape

JULY 2022 – PRESENT

**MARKETING DIRECTOR, UNLIMITED AFFILIATE**

**WORK FROM HOME - FULLTIME**

**ACCOUNTS: IGAMING NICHE**

- Plan and execute igaming digital marketing campaigns to attract and retain players.
- Optimize the igaming website for search engines and create engaging content.
- Managing Teams for SEO, Google Ads, Content, Web Development & Design
- Promote the igaming through social media and gaming influencers.
- Build partnerships with affiliates to increase sign-ups and revenue.
- Develop igaming bonuses, loyalty programs, and personalized offers.
- Ensure all marketing efforts follow gambling laws and responsible gaming policies.
- Manage marketing teams and coordinate with product and customer support teams.
- Stay updated on new trends like gamification, AI, and emerging casino technologies.

- Budgeting Marketing Expenses
- Oversee internal & clients budgeting, reporting, planning & auditing
- Trains SEO, PPC, SMM, content development for aspiring individual

**AUGUST 2021 – JUNE 2022**

**DIGITAL MARKETING MANAGER, JUMPSTART LLC**

**WORK FROM HOME - FULLTIME**

**ACCOUNTS: COUPON CODES – [WWW.COUPONSPLUSDEALS.COM](http://WWW.COUPONSPLUSDEALS.COM)**

- Formulating SEO, PPC, SMM & content strategy for social media profile such as Facebook, Instagram, Pinterest & LinkedIn
- Managing SEO Team
- Managing Google Ads Team
- Managing Content Team
- Planning, Strategizing & Implementing Policy
- Oversee internal & clients budgeting, reporting, planning & auditing
- Trains SEO, PPC, SMM, content development for aspiring individual

**OCTOBER 2015 – PRESENT**

**OWNER, JEANIUS HUB**

**DAVAO CITY, PHILIPPINES – PROJECT BASED**

**ACCOUNTS: E-COMMERCE, B2B WEBSITES & LOCAL BUSINESSES**

- Formulating SEO, PPC, SMM & content strategy for social media profile such as Facebook, Instagram, Pinterest & LinkedIn
- Managing SEO – On Page, Off Page, Technical & Local SEO Team
- Managing Google Ads Team
- Managing Social Media Ads Team
- Managing Online Reputation Management Team
- Planning, Strategizing & Implementing Policy
- Oversee internal & clients budgeting, reporting, planning & auditing
- Trains SEO, PPC, SMM, content development for aspiring individual

**JUNE 2020 – DECEMBER 2020**

**DIGITAL MARKETING MANAGER, FIELDNOTES AI**

**USA - WORK FROM HOME – FULL-TIME**

**ACCOUNT: DIGITAL MARKETING FOR REAL ESTATE – USA**

- Formulated content strategy for real estate agents social media profiles.
- Assigned to post for sale, pending and sold listing to their social media.
- Assigned to do real estate agents personal branding
- Performed Facebook Ads – Lead Generation, Brand Awareness and Page Ad Like Set up, Analysis & Management
- Performed Google Ads - Search, Smart & Display Campaign Management
- Google Analytics & Google Search Console Management
- Perform basic SEO for Brizy Landing Pages
- Responsible for client's queries, suggestions and recommendations.
- Generate and customized weekly reports.

**OCTOBER 2019 – JUNE 2020**

**DIGITAL MARKETING – SMM, SEM & SEO SPECIALIST, CRYLLS INC**

**DAVAO CITY, PHILIPPINES – OFFICE BASED - FULL-TIME**

**ACCOUNT: MAGENTO ECOMMERCE SITES – AUSTRALIA**

- Responsible for formulating SEO Strategies based on Keyword Research, keyword strategy, competitive analysis, domain authority, current rankings, and other factors that contribute to developing a successful SEO campaign for an ecommerce site.
- Performed PPC Campaigns (Google Ads & FB Ads) to get sales, Increase CTR and Decrease CPC
- Applied ethical SEO best practices when performing tasks such as keyword research, competitive analysis, content optimization, Meta tag creation, alt tag creation and social media optimization.
- Implemented website migrations, 301 redirects, sitemaps, robots.txt file, & fix 404
- Managed on-site and off-site SEO for all company's websites.
- Claimed and managed business listings and provided location data syndication to data aggregators for various clients.
- Responsible for client's queries, suggestions and recommendations.
- Find areas of opportunities from researching competitor websites to help build SEO competitor analysis documents for clients
- Generate customized ranking reports utilizing popular search engine ranking tools including Advanced Web Ranking software for monthly reports
- Optimized website content and delivered page-by-page SEO content recommendations for clients.
- Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI
- Developed and managed client's SEO campaigns to improve organic search results.
- Managed the Link Building team monitoring daily objectives and meeting weekly to assess performance.
- Developed and carried out content marketing, directory listing and local listing campaigns

**JANUARY 2017 – SEPTEMBER 2019**

**SEO SPECIALIST, FOREST INTERACTIVE**

**KUALA LUMPUR MALAYSIA – WORK FROM HOME – FULLTIME**

**ACCOUNT: GAMING & TECH SITES**

- Develop SEO strategies for clients based on keyword research, keyword strategy, competitive analysis, domain authority, current rankings, and other factors that contribute to developing a successful SEO campaign.
- Responsible for evaluating company's websites and developing an action plan.
- Responsible for all On Page / Technical, Off Page and Local SEO.
- Represented the company at a variety of Internet marketing seminars and symposiums.
- Responsible for maintaining SEO guidelines and integrity on each customer website.
- Created comprehensive metrics and generated web traffic reports
- Worked closely with marketing and business development team to develop digital marketing strategy.
- Worked with Software Development team to monitor web services and make them more efficient.

- Worked closely with PR Team and writers to produce high quality content.
- Conducted searches such as evaluating competitor websites to incorporate best practice.
- Improved organic search results by increasing the SERP
- Developed title tag, description of meta tags and highlighted and added relevant links to site.
- Collaborated with PR, Creative Team to enhance design, usability, content and conversion points of websites and web properties.
- Managed social media campaigns and day-to-day activities.
- Claimed and managed business listings and provided location data syndication to data aggregators.
- Created SEO proposals based on strategic research, offering several options in a clear, concise way that met client needs.
- Evaluated websites based on technical factors, on-page analysis, and backlink profiles to summarize the current SEO strength the site.
- Responsible for fixing sites errors using SEMrush and Raven Tools
- Analyzed, reviewed and implemented changes to improve organic search and page rank of client B2C websites.
- Performed FB Ads Campaigns, Increased CTR and Decrease CPC
- Utilized Google & Bing Webmaster Tools, Google Analytics, Google AdWords for keyword research and new organic traffic opportunities
- Assigned to Email marketing campaign using Mailchimp and Aweber.

#### **FEBRUARY 2014 – PRESENT**

#### **DIGITAL MARKETING - SEO & SEM MANAGER, NEEDAVA**

#### **CANBERRA, AUSTRALIA - WORK FROM HOME- FREELANCE**

#### **ACCOUNTS: PEST CONTROL**

- Responsible for formulating SEO Strategies based on Keyword Research, keyword strategy, competitive analysis, domain authority, current rankings, and other factors that contribute to developing a successful SEO campaign.
- Applied ethical SEO best practices when performing tasks such as keyword research, competitive analysis, content optimization, Meta tag creation, alt tag creation and social media optimization.
- Implemented website migrations, 301 redirects, sitemaps, robots.txt file, and fixed 404 errors.
- Managed on-site and off-site SEO for all company's websites.
- Claimed and managed business listings and provided location data syndication to data aggregators for various clients.
- Responsible for client's queries, suggestions and recommendations.
- Find areas of opportunities from researching competitor websites to help build SEO competitor analysis documents for clients

- Generate customized ranking reports utilizing popular search engine ranking tools including Advanced Web Ranking software for monthly reports
- Optimized website content and delivered page-by-page SEO content recommendations for clients.
- Designed search engine marketing plan for clients
- Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI
- Performed PPC Campaigns, Increased CTR and Decrease CPC
- Developed and managed client's SEO campaigns to improve organic search results.
- Managed the Link Building team monitoring daily objectives and meeting weekly to assess performance.
- Developed and carried out content marketing, directory listing and local listing campaigns
- Analyzed Google updates to consistently perform SEO best practices.
- Worked closely with PR Team and writers to produce high quality content.
- Utilized Google & Bing Webmaster Tools, Google Analytics, Google AdWords for keyword research and new organic traffic opportunities
- Good experienced in Raven Tools & SEMrush.
- Responsible for branding & domain buying.
- Responsible for email marketing campaign.

**SEPTEMBER 2012 – FEBRUARY 2022**

**DIGITAL MARKETING / SEM / SEO, TEN DIMENSIONS**

**USA – WORK FROM HOME - FREELANCE**

- Manage FBA Amazon for Baby niche products.
- Contact suppliers in China and do customers' service.
- Manage and create content, optimize for SEO/SEM and manage analytics for all digital-marketing related activities including multiple websites, social media sites, microsites and digital marketing campaigns
- Developing, managing and designing layouts of communications such as presentations, Newsletters, event support materials, research papers, brochures and eBooks.
- Planned and Performed PPC Campaigns, Increased CTR and Decrease PPC in Facebook ads
- Assigned to research target audience using Facebook interest and other platforms.
- Assigned to study the digital marketer's ideas and apply it to the company's business.
- Product Sourcing in Amazon and find suppliers in Ali Express & Alibaba
- Responsible to manage Amazon account including add products, process orders and inventory.
- Managed orders from ecommerce websites and purchase it from the suppliers.
- Responsible for drop shipping day to day activities.
- Assigned to manage and design T-shirts, mugs, pillows and souvenirs using Gear bubble.
- Responsible for creating training paid sites using smartmember.
- Managed newsletters in Mailchimp and Aweber.
- Manage e-mail marketing programs, lists, imports, and permissions
- Assigned to manage hundreds of websites including information, curation and ecommerce sites.

- Responsible for studying new software's and tools.
- Assigned to design ad campaign images using web based tools with correct sizes and words incorporation.
- Analyze and report on customer behavior insights to improve the company's ROI
- On Page and Off Page SEO Campaigns.
- Assigned to research and purchase domain names.
- Assigned to manage the server; Filezilla
- Responsible for branding management to ensure the company's reputation in public.
- Assigned to train new team mates.
- Assigned to create trackers using MS Excel for day to day activities.
- Assigned to create HowTo instructions to be followed by other team members.

**FEBRUARY 2012 – SEPTEMBER 2014**

**PROCUREMENT ASSISTANT, MAKEEN BLDG CONSTRUCTION LLC**

**OFFICE BASED - FULLTIME**

901 AL SHAHEL TOWER, KHALIDIYA, ABU DHABI, UAE

- Find suppliers, using sources such as catalogs and the internet, and interview them to gather information about products or materials to be ordered.
- Typing documents and follow up of all the site needs
- Request quotations and negotiate for best purchasing package (in term of quality, price, term, delivery and service) with suppliers and sub-contractors assigned.
- Compare prices, specifications, payment terms and delivery dates in order to determine the best bid among potential suppliers.
- Determine if inventory quantities are sufficient for needs, and requesting additional material when necessary.
- Prepare purchase orders and send copies to suppliers (telephone and email) and to departments originating requests.
- Contact suppliers in order to schedule or speed up deliveries or case of delay in delivery of supplies, receipt of damaged or incorrect quantity of materials and other problems.
- Review requisition orders in order to verify accuracy and specifications.
- Prepare, maintain, and review purchasing files, reports & price lists.
- Track the status of requisitions, contracts, and orders.
- Screen telephone calls, enquires and requests and handle them.
- Deals with incoming emails, faxes and post
- Deals with business and inter office correspondence
- Deals with hotel and airlines bookings.

**JANUARY 2008 – FEBRUARY 2012**

**SEO / LINK BUILDER, EVERSUN SOFTWARE PHILIPPINES CORPORATION**

**BONIFACIO ST, DAVAO CITY PHILIPPINES – OFFICE BASED – FULLTIME**

- Keyword Research, Keyword Analysis and Keyword Optimization
- On/Off/Local SEO
- Assigned to manage hundreds of websites including information, curation and ecommerce sites.
- Article, URL & Video Submission
- Blogging and Blog Commenting
- Social Bookmarking and Social Media Marketing

- Forum Posting
- Basic Secretarial Works
- Data Entry Works & Internet Research
- Client Support (Email / Live Chat)
- Site Administrator's Tasks

## **EDUCATION**

2007

**DIPLOMA IN E-COMMERCE PROGRAMMING**, STI COLLEGE DAVAO