

CURRICULUM VITAE OF CARLO ANGELO ISLES

GOOGLE ANALYTICS, GOOGLE ADWORDS, FACEBOOK ADS & CONVERSION PERFORMANCE

PROFILE

I graduated B.S. Computer Applications and Information Science at **San Beda College-Manila** in 2005.

My first job was to make creative animated e-cards to be sold online. Second was at **DirectWithHotels** where I almost worked for five years and accomplished six different roles (Creatives, Project Management and Total Quality Management) in three different business units. **Happy Marketer** in Singapore was my third job as a Web Marketing Consultant over a year then new opportunity came in then worked for **Zalora Philippines** handling Google Search Paid Ads & Analytics as well.

I am currently employed at **Spiralytics**, a performance marketing company that aims to help businesses finds new customers profitably. It is also a Google Partner.

CAREER HISTORY

Spiralytics - Makati, Philippines (www.spiralytics.com)

- March 2013 – Present: **Paid Channels & Analytics Manager**
 - Acts as an Account Manager – Client facing, reports and ideas for improvements
 - Responsible for overall paid channels for Facebook & Google
 - Manages daily marketing channel reports using Google Analytics
 - Assists clients on social media strategies, few seo work around & maintenance of blogs

Zalora Philippines – Makati, Philippines (www.zalora.com.ph)

- June 2012 – March 2013: **Search Engine Marketing Manager**
 - Assisted in overseeing the execution and measurement of Google Search campaigns
 - Developed, test and analyze keywords and key phrases for ad copy, bidding strategies and landing page URLs to maximize results, drive volume, accelerate conversions, and reach company targets
 - Created campaigns, adgroups and text ads using several search engine interfaces
 - Handled Analytics from November 2012 until March 2013
 - Responsible for tracking the performance of all creative banners on the site

Happy Marketer – Singapore, Singapore (www.happymarketer.com)

- April 2011 – May 2012: **Web Marketing Consultant**
 - Responsible on ranking client sites on Google & Yahoo
 - Managed Google AdWords & Yahoo accounts of clients
 - Helped improved twitter fan base and assisted team to film the story of the company
 - Handled Google Analytics for website audits
 - Sends out monthly reports to clients covering all channels
 - Managed projects outsourced in India such as web development & seo implementation
 - Earned my first [Google Adwords Certification](#)

DirectWithHotels – Makati, Philippines (www.directwithhotels.com)

- Aug2010–Mar2011: **Quality Assurance Jr. Manager** & Jul2009-Aug2010: **Quality Control Senior**
 - Developed processes, checklists and activity logs in accordance to ISO 9008:2000 from scratch alone under TQMS (QA) and Operations (QC)
 - Managed a team of four people
 - Assisted on resolving related website issues through the QA findings
 - Modified the user interface of Customer Relationship Management (SugarCRM)
- Jan2009-Jul2009: **Senior Web Designer/Usability Expert**
 - Managed a team of seven web designers
 - Developed Checklists, Guidelines and Activity Logs
 - Polished team processes in accordance to ISO 9008:2000
- Apr2008-Jan2009: **Acting Horizontal/Convert Lead**
 - Worked in two different business units (Operations and Research & Testing) and reported directly to the Chief Planning Officer
 - **Operations:** Managed a team of six web designers
 - **Research & Testing:** Studied, Analyzed and Proposed effective Website Layout, Copies and Call to Action Button to increase engagement & conversion
- Jul 2006-Apr 2008: **Web Designer/Usability Specialist**
 - Handled at least 80 Websites and Landing Pages for Maintenance and Improvement
 - Designed and Built Hotel Websites and Landing Pages due for Conversion Improvement
 - Developed Web Designer Application Examination
 - Create Newsletters on handled portfolio for Hotel Promotions
 - Helped on creation of Multimedia Presentation for Marketing Campaign in Argentina

ThinkSmart Marketing – Makati, Philippines

- Aug 2005-Apr 2006: **Flash Animator / Web Designer**
 - Designed & Developed E-Cards and E-Commerce Websites for Clients in the UK and US

SELECTED CONSULTANCY & WEB PROJECTS

Present: City Boxing San Diego – California, USA (www.cityboxing.com)

- **Web Consultant:** Developing their new website with basic SEO and Analytics reporting. Designed members and trainers tee shirts as well.

2013: Mount Bagarabon Resort – Surigao, Philippines (www.mtbagarabon.com)

2013: AnimoSanBeda – Manila, Philippines (www.animosanbeda.com)

2010: MRM Studios (MobileMo) – Makati, Philippines (www.mobilemo.com)

- **Web Consultant:** Developed a Marketing Plan focusing on Design, Usability and SEO of their website to empower it

2008-Present: IslandWide Corporation – Quezon City, Philippines (www.islandwidecorp.com)

- **Web Consultant:** Designed & developed their website with basic SEO and Google Analytics. Still handling web maintenance and act as their IT consultant

KNOWLEDGE & EXPERIENCES

Google Analytics, Search Engine Marketing (Google Adwords & Yahoo Search Marketing), Search Engine Optimization, Social Media Marketing, Google Optimizer, HTML, CSS, Adobe Photoshop, Macromedia Flash & Dreamweaver, Wordpress, cpCommerce, WebCEO, GetClicky, CrazyEgg, Microsoft Office and Open Office Applications, Domain, Email & Hosting Configuration and Support.

RECOGNITIONS & CERTIFICATIONS

- [Certified Google Adwords Professional](#) in 2011
- **Bedista Tee Shirt** in 2008 – Featured in www.bedista.com and Philippine Star Newspaper
- **Quality Management System (ISO 9001:2000)** in 2008 - Certificate No. QMS4464491623
- **Competent Internet Marketer 86/90** in 2008 – WebCEO Basic Internet Marketing
- **Made San Beda Museum Logo for Manila & Alabang**
- **Best New Zimmie** in 2006 – DirectWithHotels

HOBBIES & INTERESTS

In my spare time, I watch videos about cooking or just surfing the web to learn something really cool like investments, businesses or simply learning how to dance. I also go boxing once in a while and would like to be part of the dragon boat rowing team next year. Lastly, I love bonding with my siblings and their kids almost every week.

CHARACTER REFERENCES

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