



Khmer Lugod

DIGITAL MARKETING STRATEGIST

Profile

Dynamic digital marketer with a proven track record in real estate and digital media. Specializing in performance marketing, SEO, web development, and data analysis. Delivered over 11,000 high-quality leads across off-plan sales, leasing, holiday homes, and home maintenance, achieving a 30-50% qualification rate and 1-3% conversion rate. Managed \$60,000 in monthly ad spending while boosting organic traffic for digital media brands. Expert in partnering with C-level executives to craft and execute impactful marketing strategies in fast-paced environments.

Employment History

Senior Digital Marketing Specialist , Excelsior Real Estate Brokers , Dubai

DECEMBER 2022 – PRESENT

- Developed and implemented marketing strategies, generating 2200+ leads and optimizing ROI.
- Designed landing pages for luxury audiences (Europe/GCC), achieving 60-80% MQL rates.
- Managed campaigns, tracking lead progress, optimizing budgets, and improving performance.
- Analyzed market trends to optimize ads, refining strategies for maximum impact.
- Created high-impact ads across social media, Google, and native platforms like Outbrain.
- Managed SMM, SEM, SEO, and DSP campaigns via EPOM, enhancing engagement and visibility.
- Developed bulk sender apps for Telegram and WhatsApp, and automated lead notifications and responses via CRM, email, and WhatsApp.
- Led website development and user experience optimization for www.xlcr.ae and www.xlcruae.com.
- Executed targeted WhatsApp and email campaigns with personalized messaging.
- Managed IT tasks: PC setups, corporate email configuration, technical fixes, and domain management.
- Managed CRM systems, overseeing integrations and providing technical support.
- Conducted performance analysis (CPL, CPC, CPM, ad recall), offering insights for optimization.
- Designed graphics for campaigns and rebuilt corporate websites with advanced search features.

Online Marketing / Performance Marketing Specialist, haus & haus Real Estate Brokers, Dubai

MARCH 2021 – SEPTEMBER 2022

- **Lead Generation:** Created and executed performance campaigns that generated over 7,800 leads and achieved AED 140 million+ in gross property sales, with a lead qualification ratio of 30-50%
- **Campaign Management:** Drove campaigns from planning to execution, optimizing ROI and meeting key performance metrics. Managed PPC, social media, and display ads in-house.

Details

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NATIONALITY

Philippine

Links

- [Linkedin](#)
- [Consulting](#)
- [CV/Portfolio](#)
- [Blog](#)

Skills

Digital Marketing

Lead Generation

SEO

Email Marketing

SMM

SEM

Direct Marketing

Marketing Automation

Web Development

Microsoft Office

Adobe Suite

Cloud Office Suites

Computing / IT

Languages

English

Filipino

Hobbies

Badminton, Hiking, Archery

- **Budget Allocation:** Allocated budgets, analyzed ad spend, and recommended modifications to maximize CPA and customer acquisition.
- **Testing and Optimization:** Collaborated on A/B tests and incrementality tests to identify effective strategies; continually optimized marketing activities and budgets.
- **SEO/SEM Strategy:** Implemented SEO/SEM strategies per Google guidelines, conducting website audits and competitor analysis to enhance organic visibility.
- **Content Collaboration:** Worked with the creative team and copywriter to produce SEO-optimized ads and landing pages for multilingual campaigns (Russian, Czech, Spanish, German, Portuguese, English).
- **Lead Management:** Ensured smooth handover of leads to brokers, incorporating broker feedback for continuous improvement.
- **Performance Tracking:** Monitored key metrics (CPM, CPC, CPA, CPL, ROAS, CAC) and maintained reporting on all performance and search activities for stakeholder updates.
- **Automation and Tools:** Developed automated lead notification systems and workflows using Zapier; managed CRM tasks with noCRM.io & REAPIT (RPS).
- **CRO Management:** Created and maintained an ongoing conversion rate optimization roadmap, optimizing landing pages using DIVI, Elementor, and Canva.
- **Collaboration:** Liaised with third-party contractors for website UX and SEO improvements, ensuring effective communication with developers.
- **Innovative Solutions:** Researched and implemented link-building strategies and viral marketing tactics to drive organic traffic.
- **Digital Marketing Tools:** Proficient in Google Suite products, including Search Console, Google Analytics, and Data Studio, for tracking and reporting.

SEO Specialist (Enterprise), ITP Media Group, Dubai

APRIL 2018 – MARCH 2021

- **Cross-Functional Collaboration:** Liaised with internal teams to ensure timely and effective delivery of enterprise-level SEO strategic plans.
- **Performance Optimization:** Developed a systematic approach to experiment with SEO changes, tracking performance and effectiveness to drive results.
- **Proactive Research:** Stayed ahead of industry trends by researching updates from major search engines, ensuring alignment with best practices.
- **Keyword Monitoring:** Monitored and tracked keyword rankings in SERPs, implementing strategies to maintain market-leading positioning.
- **Content Strategy Development:** Researched trending topics for news and social media, engaging and informing our audience through compelling content.
- **Link Building Initiatives:** Pursued and developed robust link-building strategies to enhance domain authority and search visibility.
- **Content Optimization:** Collaborated with the web publishing team to develop and optimize content for improved SERP exposure.
- **Editorial Integration:** Worked closely with editorial and marketing teams to drive SEO initiatives in content creation and programming.
- **Daily SEO Oversight:** Conducted daily monitoring using SEO software to ensure optimal search result rankings.
- **Technical SEO Expertise:** Implemented Drupal-based SEO optimization for media publishing, including AMP and Schema coding.
- **Push Notification Management:** Managed push notifications for ITP titles, enhancing audience engagement.
- **Trend Analysis:** Conducted seasonal trend analysis, utilizing pivot tables and moving average forecasting to predict organic traffic fluctuations.
- **Team Training:** Trained digital and editorial staff on key SEO strategies, delivering value to our digital assets.

- **SEO Manual Development:** Created an SEO manual for digital and editorial teams to standardize best practices.
- **Website Recommendations:** Recommended changes to website architecture, content, linking, and other factors to improve SEO rankings for target keywords.
- **Google Publisher Management:** Managed Google Publisher Accounts for ITP titles, ensuring compliance and performance optimization.
- **Reputation Management:** Handled image removals and reputation management tasks.
- **Ad Hoc Tasks:** Conducted SEO client audits, data gathering and analysis, YouTube video optimization, and Facebook ads management as part of inbound digital marketing efforts.
- **Enterprise-Level Projects:** Contributed to high-profile ITP titles including Time Out GCC (Dubai, Abu Dhabi, Sharjah, Muscat, Bahrain, Doha, Riyadh, Jeddah), Cosmopolitan, Grazia, Shortlist, Conde Nast Traveler, Esquire, ITP.net, MEP Middle East, Ahlan!, and Spinneys Dubai.

SEO Specialist , Content SME IT Co Ltd, Bangkok, TH

FEBRUARY 2018 – MARCH 2018

As an SEO Specialist, I conduct comprehensive SEO audits for a diverse portfolio of clients, identifying strengths and areas for improvement. I provide actionable recommendations to enhance website performance and visibility, while managing offsite SEO initiatives to drive traffic and improve search engine rankings. My approach combines data-driven analysis with industry best practices, ensuring our clients achieve optimal online presence and business growth.

SEO Manager , Marketing Lab Pty Ltd , Bundoora, Victoria

FEBRUARY 2017 – APRIL 2020

- Managed approximately 20 local and global SEO clients, achieving top rankings for multiple low and high competition keywords through thorough on-page analysis and implementation of SEO best practices.
- Conducted SEO forensics to investigate anomalous traffic patterns, enhancing client site performance and visibility.
- Analyzed competitor backlink profiles to inform future link-building strategies.
- Developed tailored SEO strategies for each client, overseeing a content team and backlink specialists to ensure alignment with objectives.
- Managed a private blog network, overseeing domain acquisition, WordPress installation, SEO hosting, and monthly indexing and performance analysis.
- Curated content from expired domains and collaborated with outsourcing providers to enhance content offerings.
- Generated comprehensive monthly SEO performance reports using Google Search Console and Google Analytics to track progress and inform strategy adjustments.

Digital Marketing Manager, Online Digital Support Co , Ozamiz City

JUNE 2013 – JANUARY 2017

- Define goals, core strategies, and efficient tactics to drive cost-effective acquisition and retention for our core subscription business.
- Collaborate with Creative, Brand, and Content teams to ensure alignment with the integrated marketing strategy.
- Develop and execute an SEO strategy in partnership with cross-functional teams to drive high-quality organic traffic.
- Work with Engineering to implement site changes, optimizing landing pages and on-page SEO strategies for enhanced conversion rates.
- Build and lead a high-performing team, balancing in-house talent with external agency partnerships to achieve business objectives.

- Create integrated marketing plans that enhance customer discovery, interest, engagement, and retention.
- Manage budgets effectively across channels, tracking marketing performance, Customer Acquisition Cost (CAC), and Return on Advertising Spend (ROAS).
- Enhance marketing channel performance through the development, implementation, and optimization of creative campaigns.
- Establish a digital testing roadmap across messaging, creative, and audience segments, leveraging historical data for insights.
- Report on key performance indicators (KPIs) and identify growth opportunities through data analysis.
- Mentor and nurture a talented team to maximize their potential.
- Conduct keyword research to inform SEO and content strategies.
- Manage PPC campaigns, including Google Ads and Facebook Ads, to drive targeted traffic.

SEO/SMM Specialist , AYB LLC, Sydney

MAY 2011 – MAY 2013

- Conduct keyword research aligned with client business objectives to optimize existing content and identify new opportunities.
- Provide comprehensive SEO analysis and recommendations based on website and web page structures.
- Develop and implement content strategies that align with SEO goals, focusing on both general and keyword-specific initiatives.
- Create and support marketing content for social media, including customer video briefs, case studies, blog posts, and analyst/customer posts.
- Design and execute link-building campaigns to enhance online authority and visibility.
- Develop and manage communication strategies across social communities to align with client objectives.
- Implement and manage search engine programs, including XML sitemaps, shopping feeds, and webmaster tools.
- Monitor and evaluate search performance across major search channels to optimize rankings.
- Research and administer social media tools to support clients' social media strategies.
- Analyze web analytics dashboards and reports to inform and recommend SEO strategies.
- Communicate project development, timelines, and results to team members and management effectively.

Online Marketing Assistant , NetWeblogic , Barcelona

JUNE 2010 – MAY 2011

- **Marketing and Blogging:** Execute article marketing, social bookmarking, and various related tasks.
- **Search Engine Optimization (SEO):** Implement effective SEO strategies to improve online visibility and organic traffic.
- **SenukeX Operation:** Utilize SenukeX for automated SEO tasks and link-building efforts.
- **Social Media Marketing:** Develop and manage social media campaigns to enhance brand engagement and reach.
- **Google Analytics:** Monitor and analyze website performance metrics to inform marketing strategies.
- **Software Language Translation:** Provide translation services for software applications to reach diverse audiences.
- **Keyword Analysis:** Conduct in-depth keyword analysis to identify opportunities for content optimization.

- **Content Creation: Article Spinning:** Generate high-quality, highly readable spun articles (60-70% uniqueness).
- Article Submissions:** Manage the submission of articles to various platforms for increased exposure.
- Directory Submissions:** Execute directory submissions to enhance online presence.
- Blogging:** Write and publish engaging blog content to attract and retain readers.
- Blog Commenting:** Participate in blog commenting to foster community engagement and drive traffic.
- Answer Sites Engagement:** Contribute to answer sites to establish authority and drive referral traffic.

Online Marketing Freelancer , ODESK.com/UPwork.com , Ozamiz City

NOVEMBER 2009 – JUNE 2010

- **Traffic Program Setup:** Developed and implemented a comprehensive traffic program to enhance online visibility.
- **Video Production & Marketing:** Produced and marketed engaging video content to support brand awareness and audience engagement.
- **SEO Articles & Press Releases:** Created SEO-focused articles and press releases to improve search engine rankings and drive traffic.
- **Content Creation:** Authored informative articles and blog posts across various topics, including small kitchen designs and DIY solar energy projects.
- **Engagement on Yahoo Answers:** Actively posted responses on Yahoo Answers to establish authority and drive referral traffic.
- **Web, Blog, and Article Copywriting:** Served as a copywriter and ghostwriter for web content, blogs, and articles, ensuring high-quality and engaging material.
- **Video Marketing:** Produced Flash videos (1 to 3 minutes each) for marketing campaigns.
- **Technology Articles:** Wrote articles focused on technology to educate and inform target audiences.

Education

Masters in Business Administration, Misamis University, Ozamiz City

JUNE 2013 – OCTOBER 2013

First Semester Completed 12 Units

June, 2013– October, 2013

- Completed coursework in Applied Statistics for Management Research, Organization Theory, Marketing Management, and Operations Management.
- Developed strategic thinking and analytical skills through practical projects and case studies.
- Collaborated with a diverse cohort to enhance teamwork and communication abilities in a business context.

Metallurgical Engineering, Mindanao State University - Iligan Institute of Technology , Iligan City

JUNE 2004 – OCTOBER 2010

Experienced in the extraction, processing, and analysis of metals and alloys to improve material performance and optimize manufacturing processes. Expertise in extractive metallurgy, materials science, and failure analysis, with a strong focus on enhancing product durability, efficiency, and cost-effectiveness. Proficient in metallurgical testing, heat treatment, and alloy development, with a proven ability to solve complex engineering challenges in industrial environments.

Key skills:

- Metallurgical testing and analysis
- Heat treatment and material strengthening
- Corrosion and wear prevention techniques
- Metal extraction and refining processes
- Quality assurance and failure analysis
- Process optimization and cost reduction

Courses

Digital Marketing Certified, HubSpot Academy

AUGUST 2024

OMCA Certification for Digital Marketers Test Prep, LinkedIn

AUGUST 2024

Marketing Automation Expert, Brevo

AUGUST 2024

Project Management Professional (PMP) PMBOK 6th, Blue Ocean Management Training

SEPTEMBER 2020 – OCTOBER 2020

Google Ads Display Certification, Google

SEPTEMBER 2019

Google Analytics Individual Qualification, Google

SEPTEMBER 2019

How To Make a Wordpress Website 2017 -Elementor Page Builder , Udemy

OCTOBER 2017

The Data Scientist's Toolbox, John Hopkins University

SEPTEMBER 2017 – OCTOBER 2017

Responsive Website Basics: Code with HTML, CSS, and JavaScript, University of London

SEPTEMBER 2017 – OCTOBER 2017

SEO Link Building Basics , Udemy

OCTOBER 2017

How To Make a Wordpress Website 2017 -Elementor Page Builder , Udemy

OCTOBER 2017

Internships

Metallurgical Engineer Apprentice, Apex Mining, Maco, Compostela Valley

MARCH 2008 – JUNE 2008

Motivated trainee with foundational knowledge in metallurgy and materials science, eager to apply academic skills in a practical setting. Regular activities include documenting work, operating lab mixtures, preparing specimens for testing, assisting senior engineers, conducting daily sampling, performing metallurgical calculations, and analyzing grade recovery.

Key Skills:

- Metal extraction and refining processes

- Metallurgical testing and analysis
- Heat treatment and alloy development
- Strong teamwork and communication abilities

References

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