



MIGUEL N. MONZONES

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PROFESSIONAL SUMMARY - MARKETING OPERATIONS MANAGER

As a strategic Marketing Operations Manager, I excel in deploying innovative digital strategies to accelerate growth in D2C and B2B sectors. With expertise in marketing strategy and Agile project management, I adeptly oversee complex initiatives from web development to content creation. My focus on crafting impactful digital content strategies boosts brand visibility and drives measurable growth. I effectively lead cross-functional teams and ensure operations align with business goals, optimizing performance and efficiency.

SKILLS

- Digital Marketing - 9 yrs
- Website Development - 9 yrs
- Website Management - 9 yrs
- Copywriting - 11 yrs
- Project Management - 9 yrs
- Business Development - 9 yrs
- Digital Content Design - 3 yrs
- Operations Management - 9 yrs
- Data Management - 9 yrs

SYSTEMS & SOFTWARE

- Klaviyo, Mailchimp, Campaign Monitor, Active Campaign, Omnisend
- Salesforce & Hubspot
- Semrush, Ahrefs, Moz, Google Ads
- Social Media Ad Management & Google Analytics
- Adobe Creative Suite & Canva
- Figma, Visio
- ClickUp, Zoho, Notion, Monday, Jira, Confluence
- WordPress & Webflow
- Glock Apps, Litmus, Google Postmaster, Email on Acid

EXPERIENCE

Webmaster & Email Operations Manager

April 2021 - Current

DTC Newsletter / Pilothouse Agency | Vancouver, British Columbia

- **Website Development and Content Management:** Successfully launched www.directtoconsumer.co, www.simplifyai.co, and www.dailycta.com using Webflow. Expertly managed domain structures and led website creation projects, utilizing Google Analytics to drive data-informed decisions.
- **HTML Newsletter and Email Optimization:** Proficiently edited and coded newsletters for DailyCTA, SimplifyAI, and DTC. Implemented strategies that boosted email deliverability scores from 75 to 95 and increased email open rates by 20% through Gmail AI training.
- **CRM Management and Automation:** Collaborated with the sponsorship team on managing CRMs (Salesforce and Hubspot). Acts as the main point of contact for system integration and automation configuration.
- **Performance Marketing:** Directed and optimized multi-platform campaigns, leveraging Google Ads, Facebook Ads, and Instagram Ads to maximize ROI. Utilized advanced analytics for precise targeting, resulting in a 20% boost in customer acquisition and 15% reduction in CPA. Fostered strategic partnerships with influencers and affiliates, driving increased conversion rates and revenue.
- **Backend Operations and Business Continuity:** Established a resilient backend operations system, emphasizing redundancy for uninterrupted service. Crafted detailed technical manuals to streamline

onboarding and facilitate knowledge transfer. Rapidly addressed critical user database corruption, restoring normalcy within 24 hours, underscoring agility and a commitment to operational excellence.

Email & SMS Marketing Specialist

May 2023 - Aug 2023

Freelance - Upearance.com | Montreal, Quebec

- **Strategic Email Campaign Design and Execution:** Conceptualized and implemented visually captivating weekly promotional email campaigns for G&B Pro and Wheelwiz.ca, ensuring brand consistency and delivering compelling marketing messages to target audiences.
- **Data-Driven Campaign Analysis:** Utilized advanced analytics to analyze email statistics, including open rates, click-through rates, and conversion rates, extracting valuable insights to optimize future campaigns, resulting in enhanced engagement and overall performance.
- **A/B Testing and Performance Optimization:** Spearheaded A/B testing initiatives to refine email campaign elements, such as subject lines and content, leading to an impressive 20% increase in email open rates and further strengthening audience engagement.

Marketing Copywriter & Proofreader

February 2014 - Current

Freelance - Project Based

- **Versatile Content Creation:** Produced engaging, trend-aware content for tech, lifestyle, and educational platforms, including over 40 articles for sites like Yugatech and Pinoy Fitness, meeting diverse content needs and keeping readers up-to-date on the latest advancements.
- **B2C and B2B Copywriting Expertise:** Collaborated with esteemed brands such as Samsung Philippines, Oppo Philippines, L'oreal Philippines, and Sony Philippines to craft compelling social media post copy that resonated with target audiences, enhancing brand visibility and engagement.
- **Thorough Proofreading Skills:** Showcased meticulous attention to detail in proofreading and enhancing the quality of academic work and professional documents. Successfully proofread 18 undergraduate theses, 5 business plan proposals, 50+ blog articles, and 300+ email newsletters, ensuring accuracy and clarity.
- **Journalist Trained:** Interned at Rappler PH as a news fact-checker and article producer under the mentorship of Nobel Prize winner Maria Ressa.

Events Organizer & Host

October 2014 - March 2020

Freelance - Project Based

- **Event Planning and Organization:** Demonstrated superior proficiency in planning and executing various events, from team-building exercises to high-profile concerts with famous artists, including Adam Lambert, Jessica Sanchez, and Apl.de.ap.
- **Public Speaking & Hosting:** Leveraged excellent public speaking and hosting abilities to seamlessly facilitate weddings, corporate workshops, product launches, and community outreach initiatives.
- **Client Relations and Network Expansion:** Leveraged strong interpersonal skills and networking abilities to cultivate robust relationships with esteemed clients, such as Samsung, Huawei, Oppo, and Sony, consistently surpassing expectations by meeting their unique event needs and establishing partnerships with renowned artists for enhanced event experiences.

Digital Projects & Operations Manager - Marketing Operations

March 2014 - February 2021

AsianLogic Ltd | Manila, Philippines

- **Advanced Project Management:** Spearheaded over 60 systems integration projects, enhancing project delivery efficiency by 20% through strategic milestone management and proactive problem-solving. Mastered Scrum management and Agile methodologies, reducing project timelines by 15% and decreasing errors by 40%.
- **Leadership and Team Development:** Built and led a high-performing team of five, driving project autonomy and fostering a culture of professional growth and productivity. Enhanced team collaboration and increased project success rates by 25% through clear milestone alignment and cross-functional team integration.
- **Operational Efficiency and Innovation:** Streamlined payment and system maintenance operations by collaborating with Customer Service, Finance, and Product teams, achieving a 30% improvement in operational efficiency. Pioneered a new division focused on optimizing website payments, increasing preferred payment method usage by 20% in China.
- **Customer Engagement and Strategic Execution:** Dramatically improved customer issue-handling efficiency by 30% through proactive engagement and strategic planning. Executed impactful marketing campaigns across multiple Asian countries, significantly expanding brand presence and enhancing customer experience, resulting in a 15% increase in customer satisfaction scores.

EDUCATION

BS - Marketing and Business Management - Business Management

February 2014

De La Salle University, Manila

Hubspot CMS for Marketers

August 2023

Hubspot Academy

Inbound

August 2023

Hubspot Academy

Content Marketing

August 2023

Hubspot Academy

Social Media Marketing

August 2023

Hubspot Academy

Project Initiation: Starting a Successful Project - Project Management

May 2023

Google Certification

Foundations of Project Management - Project Management

April 2023

Google Certification

Fundamentals of Digital Marketing - Digital Marketing

November 2022

Google Certification

Agile and Scrum - Project Management

January 2017

KnowledgeHut upGrad

Core Agile Training with Scrum, Extreme Programming, and Kanban - Project Management

January 2016

Orange and Bronze Software Labs