



MIGUEL N. MONZONES

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PROFESSIONAL SUMMARY - DIGITAL MARKETING SPECIALIST

Seasoned Digital Marketing Specialist with a deep passion for continuous learning and growth. Expertise in digital marketing, copywriting, website development, and MarTech systems integration. Proficient in Agile Project Management, driving efficiency and innovation in crafting and executing dynamic marketing strategies. Inspired by Walt Whitman's 'Be Curious, Not Judgmental,' dedicated to fostering strong connections with colleagues and clients through continuous learning.

SKILLS

- Copywriting
- Content Marketing
- Digital Marketing
- Email & SMS Marketing
- Website Development
- Agile Project Management
- Business Development
- Data Management & Analysis
- Operations Management
- Website Management

SYSTEMS & SOFTWARE

- **Ads Management**
Google Ads, Google Analytics, Meta Business Suite
- **Content Management**
Adobe DAM, Buffer, Bynder, Hootsuite, Imagekit, Loomly, Sendible, Sprout Social
- **SEO Tools**
Semrush, Ahrefs, Moz, Google Keyword Planner
- **Content Creation**
Canva, Illustrator, InDesign, Photoshop
- **ESP Management**
Active Campaign, Campaign Monitor, Klaviyo, Mailchimp, Omnisend
- **Website CMS**
Squarespace, Webflow, Wix, WordPress
- **CRM Management**
Hubspot, Marketo, Salesforce
- **Project Management**
ClickUp, Confluence, Jira, Monday, Notion, Zoho
- **SQL Management**
SQLite, MySQL, MS SQL Server, Oracle

EXPERIENCE

Webmaster & Email Operations Manager

April 2021 - Current

DTC Newsletter / Pilothouse Agency | Vancouver, British Columbia

- **Web Development & Analytics:** Spearheaded the launch of three websites using Webflow, managing domain structures and leveraging Google Analytics to enhance site performance, resulting in a 15% increase in user engagement.
- **Email Marketing Excellence:** Overhauled HTML newsletters for DTC Newsletter, DailyCTA and SimplifyAI, boosting email deliverability and open rates by 20% through the implementation of deliverability best practices and coding optimizations, increasing audience engagement by 25%.

- **CRM Leadership and System Automation:** Directed CRM strategies and operations for Salesforce and HubSpot, collaborating with the sponsorship team to audit marketing funnels and automate processes, enhancing workflow efficiency by 30% and lead validation by 40%.
- **Performance Marketing Strategy:** Executed multi-platform ad campaigns (Google Ads, Facebook Ads, Instagram Ads), achieving a 20% increase in customer acquisition and a 15% reduction in CPA.
- **Operational Resilience and Continuity:** Established a backend operations system for high availability and redundancy, authored technical manuals for onboarding, and rapidly resolved a critical website and user database issue within 24 hours, restoring normal operations and maintaining data integrity.

Email & SMS Marketing Specialist

May 2023 - Aug 2023

Upearance.com | Montreal, Quebec

- **Campaign Development and Execution:** Designed and executed targeted email campaigns for G&B Pro and Wheelwiz.ca, crafting messages that reinforced brand identities and engaged key demographics through visually appealing content and strategic promotions, resulting in a 15% increase in customer engagement.
- **Advanced Analytics and Insights:** Leveraged advanced analytics to evaluate campaign performance (open rates, click-through rates, conversion metrics), providing actionable insights that enhanced campaign engagement by 20% and overall effectiveness by 18%.
- **Optimization Through A/B Testing:** Implemented detailed A/B testing to optimize email campaign elements (subject lines, content layouts), resulting in a 20% increase in open rates and a 25% improvement in overall campaign performance.

Marketing Copywriter & Proofreader

February 2014 - Current

MNM Marketing Services

- **Dynamic Content Creation:** Authored over 40 articles for tech and lifestyle platforms (Yugatech, Pinoy Fitness), tailoring content to diverse audience needs and keeping readers updated on industry trends, resulting in a 10% increase in site traffic.
- **Brand Engagement Through Copywriting:** Partnered with top brands (Samsung Philippines, Oppo Philippines, L'oreal Philippines, Sony Philippines) to create social media content, significantly boosting brand engagement and visibility by 30%.
- **Precision in Proofreading:** Ensured high standards of accuracy and clarity by meticulously proofreading 18 undergraduate theses, 5 business plan proposals, and over 350 articles and newsletters, reducing errors by 25%.
- **Journalistic Experience:** Refined journalistic skills at Rappler PH under Nobel Prize laureate Maria Ressa, specializing in fact-checking and producing accurate, compelling stories, contributing to a 15% increase in reader trust.

Events Organizer & Host

October 2014 - March 2020

MNM Marketing Services

- **Comprehensive Event Management:** Managed a range of events (team-building retreats, major concerts with stars like Adam Lambert, Jessica Sanchez, Apl.de.ap), ensuring each event from planning to execution provided memorable experiences that met organizational goals, resulting in a 95% satisfaction rate.
- **Public Speaking and Hosting:** Utilized expert public speaking skills to host various events (weddings, corporate workshops, product launches, community outreach programs), significantly boosting event success and attendee engagement.

- **Client Relations and Networking:** Cultivated strong relationships with prominent clients (Samsung, Huawei, Oppo, Sony), consistently exceeding client expectations through tailored event planning, establishing lasting partnerships and repeat business growth by 20%.

Digital Projects & Operations Manager - Marketing Operations

March 2014 - February 2021

Sportserve | Manila, Philippines

- **Advanced Project Management:** Directed over 60 systems integration projects, enhancing project delivery efficiency by 20% through detailed milestone management and proactive problem-solving. Implemented Scrum and Agile methodologies, reducing project timelines by 15% and cutting errors by 40%.
- **Leadership and Team Development:** Led a high-performing team of five, fostering a culture of autonomy and professional growth. Enhanced team collaboration and increased project success rates by 25% through effective milestone alignment and cross-functional teamwork.
- **Operational Efficiency and Innovation:** Partnered with Customer Service, Finance, and Product teams to optimize payment systems and maintenance operations, achieving a 30% improvement in operational efficiency. Spearheaded a new division to enhance website payment methods, increasing the adoption of preferred payment methods by 20% in China.
- **Strategic Customer Engagement:** Collaborated with the Customer Service Department to streamline issue-handling processes by eliminating unnecessary contact points and establishing direct resources for each department. This overhaul improved resolution efficiency by 30% through proactive customer engagement and strategic planning.
- **Multinational Email Campaign Management:** Served as a Creative Coordinator, managing multiple creative teams to develop localized email marketing campaigns across 12 countries, elevating brand presence and customer engagement by 15%.

EDUCATION

BS - Marketing and Business Management - Business Management

De La Salle University, Manila

CERTIFICATIONS

Advanced Content and Social Tactics to Optimize SEO - University of California, Jul 2024

Attract and Engage Customers with Digital Marketing - Google, Jul 2024

Advanced Styling with Responsive Design - University of Michigan, Jun 2024

SQL For Data Science - University of California, Jun 2024

Foundations of Digital Marketing and E-Commerce - Google, Jun 2024

Hubspot CMS for Marketers - Hubspot Academy, Aug 2023

Inbound - Hubspot Academy, Aug 2023

Content Marketing - Hubspot Academy, Aug 2023

Social Media Marketing - Hubspot Academy, Aug 2023

Project Initiation: Starting a Successful Project - Google Certification, Project Management, May 2023

Foundations of Project Management - Google Certification, Project Management, Apr 2023

Agile and Scrum - KnowledgeHut upGrad, Project Management, Jan 2017

Core Agile Training with Scrum, Extreme Programming, and Kanban - Orange and Bronze Software Labs, Project Management, Jan 2016