

ROGER C. MABAG

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Results-Driven Senior Leader with a Vision for Groundbreaking Growth

Seasoned senior leader with a strong foundation in strategic planning, brand management, and digital transformation. Skilled in leading high-performing teams to execute integrated marketing campaigns and initiatives. Supported by an **MBA degree** from the **Ateneo De Manila University** and with **over 15 years of progressive experience** in diverse industries, I have consistently delivered innovative and disruptive marketing solutions that drive business growth and exceed objectives.

Core Competencies:

Strategic Leadership
Global Perspective
Financial Acumen
People Management
Innovation and Adaptability
Negotiation

Executive Communication
Cultural Sensitivity
Digital Marketing Expertise
Customer-Centric Marketing
Brand Management
Creative and Innovative Thinking

Performance and ROI
Measurement
Crisis Management and PR
Digital Transformation
AI-Powered Marketing & Sales Strategy

PROFESSIONAL EXPERIENCE

Upwork— Fractional CMO & PPC Expert (Meta, Microsoft & Google Ads) 2024

April 2010 – July

- Managed 100+ global clients, launching over 2,000 campaigns and overseeing \$5M+ in monthly ad spend. Reduced ad waste by 30-50%, boosting conversions and achieving an impressive 5-12X ROI.
- Led strategic marketing initiatives as a Fractional CMO, aligning efforts with business goals to drive growth and expand market share.
- Designed and implemented high-impact PPC, SEM, Paid Social, and Programmatic Ad campaigns across platforms like Google Ads, Meta (Facebook/Instagram) Ads, Microsoft Ads, LinkedIn Ads, YouTube Ads, and TikTok Ads, optimizing performance through data-driven insights.
- Crafted and executed comprehensive marketing strategies focused on lead generation, analytics-based decision-making, and brand development to drive business success.

NOTABLE PROJECT HISTORY:

- Garage Door Services, Optimized the Google LSA, GMB and Google Ads. *February 2024- March 2024.*
- Fintech SaaS, AI-Powered electronic auto-trading cloud platform, *Google Ads Conv. Rate - 2.8%, Conversions- 86 CTR - 1.0% within 2 weeks, July 2022– Sept 2022.*
- Men's Health Clinic: Growth Strategy and Google Ads, developed a Growth Plan Google Ads CTR 7.25%, Ave CPC \$2.37, Cnv Rate 4.78%, February 2023 – May 2023.
- \$10- 15M High- end Sports Hospitality, in GA, USA: Growth Strategy and digital marketing, *Google Ads CTR - Ave. 11.79%, Conv. Rate - Ave. 7.27%, Conversions - Ave. 271, April 2022 – August 2022.*
- eCommerce Shopify Store with around \$10M revenue: Growth Strategy and digital marketing, *5X-15X ROAS in 90 days, Jun 2020– October 2020.*

PROPULSV GROWTH, Managing Director,*Jan 2019 – Jan 2020*

- Developed and executed startup business development strategies for rapid revenue growth.
- Established strong relationships with clients, agencies, and remote employees.
- Researched industry trends, driving data-driven marketing campaigns, and increasing sales and conversion rates.
- Successfully scaled accounts from 5X to 15X in 90 days for eCommerce, SaaS, D2C, and B2B businesses.

SPC POWER CORPORATION, Manager, Marketing & Business Development, Jan 2018 – Dec 2018

- Directly reported to the Senior Vice President.
- Identified and developed business opportunities in conventional and renewable energy projects.
- Monitored market regulation compliance and facilitated smooth implementation of new requirements.
- Provided robust modeling, risk assessment, and reporting for executive-level decision-making.
- Spearheaded due diligence for a Php 2.9B joint venture, influencing strategic recommendations.

CUSTOMER FRONTLINE SOLUTIONS, INC., Business Development Manager, May 2017– Aug 2017

- Developed business strategy, improving pipeline and proposal development capture rate by over 25%.
- Drove record-breaking traffic, engagement, and conversions through integrated digital marketing.
- Managed a team of 12 business development officers and 2 digital marketing consultants.
- Motivated the sales team to exceed sales leads by over 1,040 per month.

KENSTAND PHILIPPINES, INC., Assistant General Manager / Brand Marketing Manager, April 2015 – April 2016

- Directly reported to the General Manager, providing key insights and recommendations.
- Held full P&L responsibility for imported cigarette brands, analyzing the market for effective strategies.
- Led the launch of BOHEM Cigar Pop with a \$430K budget, selling 178.14-unit cases, equivalent to Php 8.9M in Metro Manila.
- Recruited, trained, and managed 50+ sales team and brand ambassadors, ensuring an effective sales campaign.

Other Appointments held: Senior Analyst (Accenture, 2011 – 2013), Retail Financial Specialist (JPMorgan Chase & Co., 2009 – 2011), Quality Assurance Analyst (Teleperformance, 2006 – 2007)

MARKETING STACK

Advertising & PPC: Certified in Google Ads (Display, Search, Shopping, Measurement and Video) and Google Analytics. Certified in Microsoft Ads (Search and Shopping).

CRM & Automation: Certified HubSpot Expert (Marketing Hub, Sales Hub, Service Hub). Knowledgeable also in Pardot (Salesforce), Marketo (Adobe), ActiveCampaign and Zapier.

Email: Klaviyo, MailChimp, Constant Contact, Sendinblue, Apollo and more.

Data: Knowledgeable in Microsoft Power BI, Microsoft Excel, Tableau, Google Analytics (GA4) and Looker. Knowledgeable in APIs and other Coding — HTML, R, Python, and SQL.

CRO: Google Optimize, Optimizely, VWO, and Unbounce.

SEO: SEMRush and Ahrefs.

PM: Monday.com, Asana, Basecamp, Notion, Airtable, Trello, ClickUp and more.

eCommerce: Shopify, WooCommerce (Wordpress), BigCommerce, Magento, Squarespace, and Wix.

EDUCATION

Master of Business Administration, Ateneo De Manila University

Lean Six Sigma Black Belt, Ateneo De Manila University – Oriol Stat A Matrix, Washington DC, USA

Bachelor of Arts in Economics, Jose Rizal University

High School- Accelerated through PEPT