

SOC MORENO D. ONOFRE

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🌐 socmoreno.github.io/portfolio

📍 General Santos City, Philippines

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SKILLS

DIGITAL MARKETING

- **Meta Ads knowledge & experience**  
Funnel Creation, Audience Targeting/Retargeting,
- **Google Ads knowledge & experience**  
Keyword Targeting Optimization, Performance Analysis
- **Search Engine Optimization (SEO)**  
Keyword research, on-page optimization, and backlink strategy.
- **Google Analytics, Meta Pixel, GTM**
- **Social Media**  
Facebook, Instagram, Tiktok, X

WEB DEVELOPMENT & CUSTOMIZATION

- **WordPress, Shopify, other CMS**  
Website Development, Theme customization, plugin integration, Maintenance.
- **Gravity Forms, Jotforms, Forminator**  
Multi-step form creation, API integrations, Landing Pages
- **HTML, CSS, PHP knowledge & experience**  
Custom web elements, styling, custom features

AUTOMATION & TOOLS

- **Zapier & Make.com**  
Workflow automation for repetitive tasks and simple API integrations through apps, tools, CRMs
- **Google Sheets, AppScripts**  
Advanced formulas, data analysis, and automation
- **Notion**  
Data entry, Automations, Data Management

CONTENT CREATION & DESIGN

- **Canva**  
Social media graphics and promotional materials - ad creatives, logos, etc.
- **Copy Writing**  
Creating compelling ad copy, blog posts, and website content.
- **Chat GPT, Eleven Labs**  
Advanced prompts for automation, content generation, and customer engagement.

EXPERIENCE

SALES DEVELOPMENT REPRESENTATIVE

O’connor & Associates - Remote (Contract)

- Identify and qualify potential leads through various channels. including cold calls, email campaigns, and SMS.
- Research and gather information about prospective clients to tailor outreach efforts effectively.
- Initiate contact with potential customers and build relationships to understand their needs and challenges.
- Maintained a detailed and organized database of leads and client interactions in the CRM system

DIGITAL MARKETING VA (2 YEARS)

Freelance Digital Marketing & Web Development Specialist

- Digital Campaigns: Plan and manage Google Ads and Meta Ads campaigns to drive lead generation and improve ROI.
- SEO & Content: Optimize website content for local search visibility and create engaging blog posts and ad copy.
- Social Media Management: Manage Facebook and Instagram profiles, grow audience engagement, and schedule posts.
- Website Management: Customize WordPress website and develop multi-step lead capture forms with Gravity Forms.
- Automation & Workflows: Streamline lead processing and integrations using tools like Zapier and Make.com
- Analytics & Reporting: Track campaign performance, generate reports, and refine strategies for continuous improvement.
- Referral Program: Support referral program promotion and partner communication.

IT Technician

- Diagnose and troubleshoot hardware and software issues on various devices.
- Repair or replace faulty hardware components
- Provide technical support and assistance to clients, both remotely and on-site.
- Perform routine maintenance tasks, such as system clean-ups,
- virus removal, and data backups.

AWARDS

CAPSTONE PRESENTATION 1ST RUNNER UP  
12th PSITS Regional Convention  
05/2024 Koronadal City, Philippines

EDUCATION

BACHELORS IN INFORMATION TECHNOLOGY  
Ramon Magsaysay Memorial Colleges  
2020-2024