

MIKHAIL VAN SPENCER COLOYAN

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CAREER OVERVIEW

Results-driven digital marketing specialist with experience in digital media, content, SEO, SMM, SEM, Technical Support & Customer Service.

QUALIFICATIONS

- Technical help desk experience
- Strong analytical skills
- Web content management
- Content management systems
- HTML/CSS/JavaScript
- Market Research and Analysis
- Market Positioning Budgeting and Allocation
- B2B and B2C
- Products and Services
- Contract Negotiations
- Website Production
- Fast learner and highly trainable
- Internet and E-mail Marketing
- High Customer Service Standard
- Management & Administration
- Web Development
- Digital Marketing
- Multi-Tasking
- Proficient in Final Cut Pro
- Social media
- Adobe Photoshop
- Flexible creative approach
- Calm under pressure
- Digital video
- Strong problem solving ability

TECHNICAL SKILLS

SKILLS	EXPERIENCE	TOTAL YEARS
Windows, Mac OSX	Expert	10
HTML / CSS	Intermediate	10
Wordpress	Expert	8
SEO	Intermediate	6
Social Media Marketing	Intermediate	6
Pay-per-click Management	Novice	6
Google Adwords	Novice	6
Google Search Console	Intermediate	6
Hootsuite	Intermediate	6
MozPro	Intermediate	6
Adobe Photoshop	Intermediate	8
Final Cut Pro X	Intermediate	4
Sony Vegas	Intermediate	5

ACCOMPLISHMENTS

- Exceeded monthly goals by successfully handling more than daily call quota per week.
- Multiple technical awards for work performance.
- Promoted to Sr. Technical Support Representative
- Oversaw campaign that gained more international & local SEO clients.
- Supported several local businesses in Phuket that resulted in an increase in site visits and in revenue in as short as 6 months.
- Able to provide positive results on SEO, SMM, SEM for all handled clients

WORK EXPERIENCE

10/2014 to Current

Marketing Manager
Haris & Associates Co. Ltd – Phuket, Thailand

- Responsible for management, development, implementing and optimizing real estate, law office, booking, construction firm, hotel, resort and spa website
- Market and keyword research as well as conduct competitive and comparative analysis on site structure, keyword density, and content & link popularity
- Report on organic ranking, traffic, conversion, and campaign performance of marketing initiatives
- Research and evaluate client competitors' search marketing efforts and results Analyse quantitative and qualitative data from web analytic programs and translate them into an SEO plan
- Create SEO plan for successful results Responsible for submitting links to web directories, article syndication websites, press release websites, bookmarking sites, blogs, online forums and other related media.
- Manage content distribution as well as document any new link prospects.
- Acquire links from high PR Sites and Manage Link building through cross platform Social Media websites
- Responsible in training and managing sales team to meet target and client expectation
- Overall responsible for Web Development of new and existing client website such as database maintenance, server maintenance, hosting, email configurations, Wordpress development, setup & installation, website creation & update.

08/2013 to 09/2014

SEO Consultant
Quest Rightshoring Services – Cebu, Philippines

- Responsible for developing, implementing and optimizing Focalscope software website
- Market and keyword research as well as conduct competitive and comparative analysis on site structure, keyword density, and content & link popularity
- Report on organic ranking, traffic, conversion, and campaign performance of marketing initiatives
- Research and evaluate client competitors' search marketing efforts and results
- Analyse quantitative and qualitative data from web analytic programs and translate them into an SEO plan
- Create SEO plan for successful results
- Responsible for submitting links to web directories, article syndication websites, press release websites, bookmarking sites, blogs, online forums and other related media.
- Manage content distribution as well as document any new link prospects.
- Acquire links from high PR Sites and Manage Link building through cross platform Social Media websites

04/2013 to 08/2013

Onsite SEO Specialist
The Web Showroom Philippines – Cebu, Philippines

- Responsible for developing, implementing and optimizing our client websites across a range of industries and countries.
- Market and keyword research as well as conduct competitive and comparative analysis on site structure, keyword density, and content & link popularity
- Report on organic ranking, traffic, conversion, and campaign performance of marketing initiatives
- Research and evaluate our customers competitors' search marketing efforts and results
- Analyse quantitative and qualitative data from web analytic programs and translate them into an SEO plan

08/2012 to 04/2013

SEO Advisor / SEO Analyst
Smart Traffic SEO Inc – Cebu, Philippines

- Suggest content requirement specs that would fit with keywords related to client targets
- Do full website investigations, Single page optimization, penalty checks and relevancy recommendations to see site penalties and if sites are up to SEO friendly standards thru providing quality recommendations.
- Manage multiple client campaigns in terms of strategizing monthly link building, requesting onsite implementation works, keyword research, monitor campaign traffic thru Google Analytics, Check website

visibility thru Google Webmaster Tools, keep track with current keyword trends thru Google Trends and do manual checks on rankings.

- Create details for marketing proposals on how to have client site visible at page 1 on Google SERPS.
- Communicate with UK campaign managers with monthly reports, updates and resolutions to client queries.
- Advertisement copywriting, landing page optimisation, and campaign maintenance.

11/2012 to 07/2012

Internet Researcher

Xlibris Phils. Service Corp. – Cebu, Philippines

- In charge of Social Marketing Setup such as Facebook, Twitter and other different social media sites.
- Make author Blogs and add keywords for easy searches Submit Press Releases to thru cloud based marketing software such as VOCUS PR.
- Ability to launch AdWords services such as Google Admob and Google TV ads.
- Research sites and links pertaining to author books and existing profiles.
- Manage accounts to agreed spend limits set by company to Google Adwords and Google Admob

10/2010 to 09/2011

eBay Australia Community Support Representative

ePerformax Contact Centre – Cebu, Philippines

- Do general support for members on eBay Australia thru email and chat
- Provide technical support for troubleshooting page or site issues.
- Provide information such as updates on eBay Australia website

04/2008 to 12/2009

Sr. Technical Support Representative

Convergys Phils. Services Corp. – Cebu, Philippines

- Help troubleshoot software, hardware and networking connections
- Repair Internet Connectivity Issues
- Setup Trouble calls for onsite technician
- Accept Payments for monthly bill for accounts
- Consistent top 10 Hall of Famer for Quality score card
- Do "Floorwalking" to different agents to ensure they meet up required Handle Time for calls
- Communicate and build rapport to customers to ensure and ease technical problems for customers

01/2003 to Current

Freelance Graphic Artist & Digital Media

Haris & Associates Co. Ltd – Phuket, Thailand

- Create Various invitation and advertising layouts for business, events, personal and various client projects
- Use editing software for Photo editing like Adobe Photoshop and Lightroom
- Assist in creating concepts for customers desired graphic or visual content
- Create and edit movies with movie editing softwares such as Final Cut Pro X, Sony Vegas and Adobe Premiere Pro

EDUCATION AND TRAINING

2010

Bachelor of Science: Computer Science

Cebu Doctors' University – Mandaue City, Cebu, Philippines

2003

High-school Diploma

Cebu Sacred Heart College – Talisay City, Cebu, Philippines

2001

2nd Year High School

Don Bosco Missionary Seminary – Talisay City, Cebu, Philippines

1999

Primary School Diploma

Marie Ernestine School – Cebu City, Cebu, Philippines