

# DENNIS JOSEPH BUG-OS

Senior Digital Marketing Executive | Performance Marketing  
SEO & PPC Specialist | Data Analyst | Lead Generation

📞 +971 54 527 1080

✉️ dennisjosephbug.os@gmail.com



## PROFESSIONAL PROLOGUE

An overly passionate and results oriented individual as an experienced Digital Marketing & Performance Marketing specializing in Lead Generation and Performance from digital platforms like Google Ads PPC and Meta Ads..

My role includes overseeing the full spectrum of digital marketing, from product marketing to website development and campaign management. I have consistently championed the adoption of emerging trends, best practices, and global digital brand standards especially in the real estate industry. I played a pivotal role in ensuring that our digital marketing efforts aligned with global standards and effectively utilized all resources available to drive business growth and increase business ROI.

## EDUCATION



**2010 - 2014 STI College Institute** Bachelor of Science & Information Technology  
Graduated with a full 4 year academic scholarship and won Best in IT - Special Project Thesis



**Google Developers Group Philippines**  
Core Community Organizer



**STI Central Student Government**  
Vice President



**Google Business Group Philippines**  
Core Community Organizer



**Developers Connect Philippines**  
Core Member

## WORK EXPERIENCE

### K ESTATES

CANNES | DUBAI | MONACO

December 2024 - Present

#### *K Estates*

Senior Digital Marketing Manager  
Dubai, United Arab Emirates

- Manage the entire marketing team with their daily tasks, supervising operations and making sure all tasks are meeting the exact deadlines.
- Execute and manage all digital marketing campaigns, including Whatsapp blast & SMS campaigns, email marketing, social media, and display advertising campaigns.
- Handle the entire CRM from lead follow-ups, reshuffling and re-assignments to agents and generate daily, weekly and monthly reports by stages, source and deals.
- Collaborate with the content team to create high-quality content for various digital platforms that aligns with the company's branding and marketing goals.
- Monitor and report on the performance of digital marketing campaigns, utilizing Google Analytics, social media analytics tools, and other measurement tools to assess against goals (ROI and KPIs).
- Implement and optimize SEO strategies and manage PPC campaigns to increase visibility and traffic.
- Conduct research on market trends, brand audiences, and competitors, using insights to inform marketing strategies.
- Analysed campaign performance metrics such as conversion rate, CGE, CPC, CPM, CPA, and ROAS, in all social and digital channels to identify opportunities for optimization.
- Provides monthly, quarterly & annual marketing performance by highlighting key metrics, insights and recommendations for improvement.
- Collaborate with the web development team to ensure the website is optimized for search engines and user experience.
- Oversees creation of Weekly/ Monthly Market Reports, Area and Community Reports, and Project Reports collaterals to be used for insights to clients
- Manages creation of automation from Paid Ads Platforms, Report BI Dashboards to CRM to make sure all leads are retargeted and nurtured in the sales funnel properly

## KEY FACTS

7

YEARS OF DIGITAL MARKETING EXPERIENCE

100 %

PASSION FOR LIFE

6

YEARS OF UAE REAL ESTATE EXPERIENCE

## CORE EXPERTISE

- Meta Ads
- Google Ads
- LinkedIn Ads
- Tiktok Ads
- Snapchat Ads
- Lead Generation
- AI & CRM Automation
- Search Engine Optimization
- Performance Marketing
- Whatsapp & SMS Marketing
- Search Engine Marketing
- Content Marketing
- Social Media Management
- Graphic Design
- Email Marketing
- Data Analytics & Monitoring
- Content Writing

## FORMER INTERNATIONAL CLIENTS

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WeChat Pay

Date of Birth 19 December 1993

Age 31

Civil Status Single

Nationality Filipino

Visa Employment Visa

Passport No P6798262A

Languages English, Filipino, Cebuano



∞ Meta  
Certified Marketing Professional

Google Ads  
CERTIFIED

HubSpot Academy  
Certified

# Betterhomes.

Jan 2023 - Dec 2024

## Betterhomes LLC

Senior Performance Marketing Executive  
Dubai, United Arab Emirates

- Managed all aspects of digital marketing within paid social, paid search, display, video, email, influencer and affiliate marketing campaigns.
- Generated +10k leads annually, and achieved x2 ROAS with 5x ROI.
- Develop, execute, and continually refine performance marketing strategies that align with the company's business objectives, including lead generation, customer acquisition, and revenue growth.
- Create, manage, and optimize digital ad campaigns across platforms such as Google Ads, Meta Ads, SEM, LinkedIn, and others to maximize ROI and achieve conversion goals
- Work with the team to enhance the organic search presence through SEO best practices and manage search engine marketing (SEM) campaigns effectively
- Identify opportunities for conversion rates. Implement A/B tests and other CRO strategies to enhance user experience and conversion pathways
- Monitor, analyze, and report on campaign performance using data-driven insights
- Manage advertising budgets to ensure optimal return on investment (ROI) and recommendations to improve ROI
- Manage the campaign's marketing flow from initial briefing through to ad management.
- Supervised website, microsites and landing pages development, and certify their end-to-end integration throughout all systems and data points.

## RECOGNIZED KEY ACHIEVEMENTS

BETTERHOMES | CENCORP

**130+**

LAUNCHED CAMPAIGNS  
COMPARED TO 2022 (80 only)

**125%**

INCREASE IN COMMISSION  
FROM 2022 to 2023

**AED 8M**

ANNUAL REVENUE  
FOR OFFPLAN COMPARED  
TO LAST YEAR'S AED 3M

**9700+**

OFFPLAN LEADS GENERATED  
COMPARED FROM 2023 WITH  
ONLY 7700 LEADS

**10%**

INCREASE IN QUALIFIED LISTINGS  
GENERATED FROM PAID ADS

**AED 3M**

MANAGED CAMPAIGN BUDGETS  
IN ALL DIGITAL PLATFORMS  
(META, GOOGLE, LINKEDIN)

**AED 750 M**

DEVELOPMENT SALES VALUE  
OF CALIFORNIA VILLAGE  
FOR YEAR 2023

**240**

SOLD UNITS IN 2 PHASES  
UNDER EXCLUSIVE  
PROJECT "CALIFORNIA VILLAGE"  
FOR YEAR 2023



# Espace REAL ESTATE

Jan 2021 - Dec 2023

## Espace Real Estate

Digital Marketing Lead  
Dubai, United Arab Emirates

- Spearheading the Digital Team and working closely with Sales Director & Operations Director to develop strategies for paid digital campaigns with the goal to improve ROI
- Executing performance marketing campaigns across different platforms like Facebook, Google Ads, Instagram, LinkedIn, Snapchat, YouTube campaigns for both Lead Generation and Brand Awareness.
- Strategized marketing plans, budget allocation and conducted resource planning to execute campaigns achieving positive ROIs.
- Designed CRM and business intelligence modules to bring efficiency towards leads assignment, leads engagement and sales conversion.
- Strategized marketing plans, budget allocation and conducted resource planning to execute campaigns achieving positive ROIs.
- Track and report on lead generation performance, using the data to continually optimize campaign performance with analytical basis to able to derive meaning from data through A/B testing and email/landing page optimization.
- Producing and designing graphic images and edit company videos to boost the brand of the company's social media platforms.
- Develop lead generation campaign strategy, objectives, goals, metrics, and define best practices, standards and processes to drive successful customer acquisition.

# Unique Properties

Apr 2019 - Dec 2021

## Unique Properties

Digital Marketing Executive  
Dubai, United Arab Emirates

- Executes and implements strategic marketing plans and achieves marketing/sales and services
- Manages daily growth and development of assigned social campaigns
- Oversees all the company's social media accounts
- Manages and improves online content, considering SEO, Google Ads and Google Analytics
- Organizes and develops marketing activities that include market research, analysis of sales and marketing trends, advertising and marketing promotional events
- Monitors and follows up on specific tasks and project deliverables
- Optimizes social advertising campaigns on a daily basis (Facebook, Instagram, TikTok and Snapchat Ad Campaigns)
- Handles optimization of social media campaigns on all social platforms making sure that campaigns are cost-effective and generates quality leads
- Handles daily social posts by following the company's social media calendar
- Coordinates and supports the Sales Team with day to day operations making sure the leads generated are contacted in a timely manner