

# John Cloed Guarra

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<https://johncloed.github.io/portfolio/>

## Summary

Certified Google Ads and Facebook Ads specialist who has 3+ years of experience and managed different campaigns for different types of businesses. Help in achieving clients' digital and social media marketing goals, allowing to have a better understanding of how their business performs and generate outstanding results and progress.

Expertise includes:

- Website design and development
- Digital marketing
- Social Media Manager

## Experience

### Web Developer and Digital Marketing Specialist

ATX Reels

Sep 2023 - Dec 2023 (4 months)

Responsibilities:

- Templated web development services
- Designing, setting up, and optimizing Facebook, Instagram, and Google Ads

### Marketing Advertising Specialist

Sinclair Media Tech

Jan 2023 - Dec 2023 (1 year)

Responsibilities:

- Monitor website performance, troubleshoot issues, and implement necessary improvements.
- Developing and implementing social media marketing strategies to meet specific business goals, such as increasing brand awareness, driving website traffic, or generating leads.

### Wordpress Developer and SEO Specialist

RADSEO

Jul 2022 - Jan 2023 (7 months)

Responsibilities:

- Building and maintaining WordPress websites, themes, and plugins.
- Managing and updating website content, including text, images, and multimedia.
- Implementing basic SEO practices, such as optimizing meta tags, headers, and images for search engines.

## Education



**Camarines Norte State College**

Bachelor of Science - BS, Information Technology  
Aug 2020 - Present

**Microsystem College Foundation Inc.**

Senior High School, Computer Programming  
Jun 2018 - Apr 2020

## Licenses & Certifications



**Creating Portfolios Using Adobe Express** - Creative Nation Academy Corporation



**11th Bicol Youth Congress in Information Technology** - Camarines Sur  
Polytechnic Colleges



**Google Ads - Measurement Certification** - Google  
113627116



**Google Ads Search Certification** - Google  
113583992



**Google Analytics Individual Qualification** - Google  
113682625

## Skills

Web Development • Bootstrap (Framework) • Java • HTML5 • Advertising • Social Media Marketing  
• Cascading Style Sheets (CSS) • C# • MySQL • JavaScript • Unity 3D • PHP • VB.Net • Microsoft  
Office • Digital Marketing