



# JULIETTE PEARL RODRIGUEZ

## About Me

My objective as a Digital Marketer is to secure a challenging role where I can utilize my skills to deliver impactful results. Proficient in both independent and collaborative work, I strive to contribute my knowledge to a professional environment that promotes growth.



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Manolo Fortich Bukidnon

## LANGUAGE

- English
- Tagalog
- Visayan

## EXPERTISE

- Set up Google Ads Campaign
- Manage/Optimize Google Ads
- SEMrush
- Google Analytics
- Google Tag Manager
- Set up Google Ads conversion tracking
- CRM Management
- Google Data Studio
- Google Workspace

## EXPERIENCE

### Adon Group - SEM SPECIALIST 2022- Present

- Set up and manage Google Ads campaigns.
- Support team with Google Ads management.
- Conduct keyword research
- Set Up Conversion Tracking
- Generate data reports.
- Led SEM training for new hires.
- Assist Team Leader.
- Monitor and guide cross-functional team handling Facebook Ads, Email Marketing, Web Development, SEO, and Accounts.

### Neo Docto - Marketing and Sales Intern - 2021

- Search Engine Marketing
- Online Visitor Traffic Management
- Email Marketing
- Facebook Marketing/Advertising

### Local Government Unit - Manolo Fortich 2020

- Administrative Duties
- Processing and Recording Transactions
- Updates and maintains multiple calendars as assigned

## EDUCATION

### Bukidnon State University

BSBA - Major in Financial Management 2018 - 2022

### Holy Cross High School

Accountancy and Business Management 2017 - 2018  
Junior High School 2011 - 2016

## CERTIFICATES

Top Performing New Hire

Google Ads Certifications

Fundamentals of Digital Marketing

How to become a Virtual Assistant

Build your Brand with Digital Marketing Planning