



JULIETTE RODRIGUEZ

Digital Marketer



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<https://juliette-portfolio.vercel.app/>

EDUCATION

BSBA – Financial Management
Bukidnon State University
2018 – 2022

ABM – Senior High
Holy Cross High School
2016 – 2018

Junior High
Holy Cross High School
2012 – 2016

EXPERTISE

- Management Skills
- Digital Marketing
- Conversion Tracking

CERTIFICATES

- Top Performing New Hire
- In-House Leadership Training

LANGUAGE

- English
- Tagalog
- Visayan

PROFILE

As an experienced Digital Marketer, I am seeking a challenging role where I can leverage my skills to drive impactful results. Over the past two years, I have advanced from SEM Support to SEM Specialist and ultimately to Team Leader, demonstrating my deep expertise, strategic vision, and ability to lead teams effectively. I am committed to contributing my knowledge to a professional environment that values innovation, growth, and results-driven collaboration.

WORK EXPERIENCE

Adon Workforce

Team Leader

May – Aug 2024

- Leading a Cross-Functional Team: Web Development, SEO, Facebook Ads, Email Marketing, and Social Posting
- Direct Client Engagement
- Content Development and Strategy
- Competitor Analysis & Market Research
- Reporting and Analytics

Adon Workforce

SEM Specialist

Jul – Aug 2024

- Managed Google Ads for VIP Client
- Led Google Ads Training for New Hires
- Assisted Team Leader
- Set up Conversion Tracking
- Campaign Strategy Development:

Adon Group

SEM Support

Aug – Jul 2023

- Manage Multiple Google Ads Campaigns
- Campaign Setup & Management
- Keyword Research & Analysis
- Performance Reporting
- Collaborate with Internal Team

REFERENCES

Klaizle Enabong

Former Team Leader

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