

Jon Ranson V. Lapada

San Pedro City, Laguna 4023

+63-962-469-2046

jonlapada@gmail.com

<https://www.linkedin.com/in/jon-ranson-lapada-30051a218/>

Finance graduate with a strong academic background and a proactive approach to professional growth. Proven track record of excellence in both individual and collaborative settings, with hands-on experience in editorial writing, search engine marketing (SEM), and financial analysis. Adept at critical thinking, research, and communication, with a passion for making complex ideas accessible. Committed to continuous learning, leadership, and contributing meaningfully to organizational goals.

SKILLS AND CERTIFICATES:

- Proficiency in Microsoft Word, Excel, and PowerPoint for the development of formal documentation, data-driven spreadsheets, and presentations
 - Experienced in guiding team members to ensure high-quality output and adherence to standards set by the organization
 - Proficient in using platforms such as Google Ads and Keyword Planner with practical experience in keyword research, campaign setup, ad copy optimization, and performance reporting
 - Completed the TOEIC Listening and Reading Test with a score of 980/990
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WORK EXPERIENCE:

SEM Intern

SEM Department | Spiralytics, Inc. – **May 2025 – August 2025**

- Developed and optimized client campaigns using Google Ads and Keyword Planner
- Analyzed customer search behavior and identified high-value keywords, improving campaign targeting
- Optimized ad copy strategies that increased click-through rates and reduced acquisition costs
- Prepared detailed performance reports and supported SEM specialists in campaign execution

Print Writer

KAMALAYAN | Mapúa Malayan Colleges Laguna – **April 2023 – April 2025**

- Authored opinion articles on school affairs, business trends, politics, and national issues
 - Conducted research and analysis to deliver well-informed, engaging perspectives
 - Mentored new recruits, providing editorial guidance and ensuring adherence to quality standards
 - Edited and reviewed promotional materials to strengthen publication branding and readership impact
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EDUCATION:

Mapúa Malayan Colleges Laguna

Bachelor of Science in Business Administration Major in Financial Management | **August 2021 – August 2025**

- Consistent awardee of the Dean's List as well as the President's List certificate under the ETYCB Department
- Graduated Summa Cum Laude

Colegio San Agustin-Biñan

Science, Technology, Engineering, Mathematics (STEM) Strand | **June 2019 – June 2021**

- Graduated Senior High School (STEM) with High Honors