

Leah Janina D. Dizon

Digital Advertising Specialist

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PROFILE

Digital Advertising Specialist with 9 years of extensive experience in building, maintaining, and running successful digital advertising campaigns.

Experienced WordPress Web Developer adept in all stages of web development.

EMPLOYMENT HISTORY

Operations Manager/Senior PPC Specialist/Web Developer, OAA Creative & Advertising Agency Inc.

Nov 2014 — Present

Scope of Work:

- Digital Advertising Campaign Audit
- Media Plan Creation Based on Client's Objectives
- Research for Goal Projections
- Ad copy development and A/B Testing
- Implementation of Digital Campaigns
- Data Mining, Monitoring & Analysis
- Market Research
- Campaign Optimizations
- Monthly Reporting
- Conversion Tracking Setup via
 - Google Ads
 - Facebook Ads
 - Google Analytics 4
 - Google Tag Manager
- Project Management
- WordPress Web Development

EDUCATION

BACHELOR'S DEGREE IN INFORMATION TECHNOLOGY

Lyceum of the Philippines University - Laguna — 2010-2014

VERIFIED INTERNATIONAL ACADEMIC QUALIFICATION

Feb, 2023



WES Badge

CREATED WEBSITES

Travel Website
Law Website
Restaurant Website

SKILLS

Digital Marketing

Search Engine Marketing

- Google Search Ads
- Bing Ads

Display & Programmatic

- Google Display
- Youtube Ads
- Native Ads

Social Media Marketing

- Facebook Ads
- Tiktok Ads
- LinkedIn Ads
- Instagram Ads
- Twitter Ads

Google Analytics 4

Google Tag Manager

Wordpress

GSuite

CRM Tools

- Github
- Asana

Adobe Photoshop

Canva

Reporting Tool

- Swydo

LANGUAGES

English

Filipino
