

# JOHN DENIEL REMENTINA

Digital Sales & Marketing Strategist



## About Me

A Blue Ocean Strategist, Digital Marketer professional with strong knowledge and hands-on experience in the end-to-end processes in Marketing, Sales, Brand Development, Advertising, SEO, PPC and Operations across e-Commerce and Digital platform.

## Contact



+639-19004-7639



johnvandeniel@gmail.com



<https://john-denielrementina.journoportfolio.com/>



National Capital Region, Philippines

## Skills

- Digital Marketing
- Sales Closer
- Branding Expert
- Graphic Design
- Blue Ocean Strategist
- Leadership

## Language

English

Tagalog

100%

100%

## Experience

### Associate Sales Director

### SM Development Corporation

2023 – 2024

Responsibilities and Achievements:

- Leading International and Digital Sales Campaigns:
  - Designed and executed comprehensive international and digital sales campaigns, targeting diverse markets across the globe.
  - Utilized advanced digital marketing tools and strategies to reach potential clients through multiple online channels, including social media, email marketing, and paid advertising.
  - Coordinated with cross-functional teams to ensure consistent messaging and brand alignment across all digital platforms.
- Developing Business Strategies:
  - Formulated and implemented strategic business plans to drive sales growth and expand market reach.
  - Conducted in-depth market analysis to identify emerging trends, competitive landscape, and potential opportunities.
  - Created tailored marketing strategies to address specific market needs, maximizing engagement and conversion rates.
- Achieving Record-Breaking Sales:
  - Spearheaded initiatives that led to unprecedented sales performance, setting new benchmarks for the company.
  - Introduced innovative sales techniques and optimized existing processes to enhance efficiency and effectiveness.
  - Mentored and trained sales teams, fostering a high-performance culture and encouraging continuous improvement.
- Generated \$90 Million USD in Gross Sales within a Year:
  - Successfully drove sales efforts that resulted in \$90 million USD in gross sales within a single year, surpassing targets and expectations.
  - Leveraged data-driven insights to refine sales tactics, ensuring optimal resource allocation and maximizing ROI.
  - Established strong relationships with key stakeholders, clients, and partners, contributing to sustained business growth and long-term success.



## Certificates

- **Search Ads 360 Certification**
- **Google Analytics Certification**
- **Mobile Experience Certification**
- **Google Ads Search Certification**
- **Google Ads Display Certification**
- **Google Ads Apps Certification**
- **Google Ads-Measurement Certification**
- **Display & Video 360 Certification**
- **Creative Certification**
- **Campaign Manager 360 Certificate**
- **Facebook Meta Suite Certificate**
- **I AM + Breakthrough Leadership Mastery**
- **I AM + Discovery Personal Mastery**

## Tools

- **Google Adwords**
- **Google Analytics**
- **Google Merchant Center**
- **Google Looker Studio**
- **Semrush**
- **Ahrefs**
- **SEOquake**
- **SERPs Analysis**
- **Facebook Meta Suite**
- **Canva**
- **Adobe Photoshop**
- **Jira Task**
- **Asana**
- **Shopify**
- **Clickfunnels**
- **Shopee**
- **Lazada**
- **Aacio**

### Chief Executive Officer

## 4JD Enterprise Corporation

2019 – 2023

Responsibilities and Achievements:

- **Overseeing Client Acquisition:**
  - Directed the client acquisition strategy to expand the company's client base and secure high-value contracts.
  - Implemented a robust lead generation system that identified and targeted potential clients through various digital channels.
  - Built and maintained strong client relationships, ensuring high levels of satisfaction and long-term partnerships.
- **Media Buying:**
  - Managed media buying operations, negotiating favorable rates and placements for advertisements across digital platforms.
  - Analyzed campaign performance metrics to optimize media spend and maximize ROI.
  - Coordinated with creative teams to develop compelling ad content that aligned with brand messaging and campaign goals.
- **Social Media Management:**
  - Led the social media strategy to enhance brand visibility and engagement across platforms like Facebook, Instagram, and LinkedIn.
  - Created and scheduled content, monitored social media channels, and responded to audience interactions in a timely and professional manner.
  - Utilized social media analytics tools to track performance, refine strategies, and achieve targeted engagement metrics.
- **Branding:**
  - Developed and implemented branding strategies to establish and strengthen brand identity in the market.
  - Oversaw the creation of brand guidelines, ensuring consistency in visual and verbal communication across all touchpoints.
  - Conducted market research to understand consumer perceptions and adapt branding efforts accordingly.
- **Sales Process Implementation:**
  - Designed and implemented an effective sales process, from initial contact to closing deals, ensuring a streamlined and efficient workflow.
  - Trained and mentored the sales team on best practices, sales techniques, and the use of CRM tools.
  - Monitored sales performance, identified areas for improvement, and implemented corrective actions to achieve sales targets.
- **Product Development:**
  - Led the product development process for new and existing products, ensuring they met market needs and consumer preferences.
  - Collaborated with cross-functional teams, including R&D, marketing, and sales, to bring innovative products to market.
  - Conducted competitive analysis and gathered customer feedback to inform product enhancements and positioning.
- **Produced \$1 Million USD in Sales for E-Commerce Stores:**
  - Spearheaded digital marketing campaigns that generated \$1 million USD in sales for e-commerce stores.
  - Leveraged SEO, PPC, email marketing, and content marketing strategies to drive traffic and conversions.
  - Utilized data-driven insights to optimize the customer journey, improve user experience, and increase average order value.

## Character References

### Gary Wright

DIGITAL DELIVERY MANAGEMENT/CONSULTANT  
/ STRATEGY | OPERATIONS

+63 945 591 4855

gary@perfectit.org

### Noel Nagales

DIGITAL MARKETING PROFESSIONAL/ SEO,SALES  
& OPERATIONS

+63 921 820 8768

noelnagales@gmail.com

### David Samuel Caronan

CUSTOMER SUPPORT TEAM LEADER/ IGT SOLUTIONS

+63 9062320043

davidcaronan@gmail.com

### Digital Marketing Consultant

**Fil-Global Immigration Services Corp.** 2022– 2023

Responsibilities and Achievements:

- Media Buying:
  - Managed media buying operations, securing optimal placements and rates for advertisements across digital and traditional platforms.
  - Conducted thorough market research to identify the most effective media outlets for target audiences.
  - Collaborated with creative teams to develop compelling ad content that aligns with campaign objectives and brand messaging.
  - Monitored and analyzed campaign performance to ensure maximum ROI and adjust strategies as needed.
- Social Media Management:
  - Directed the social media strategy to enhance brand visibility and engagement across platforms including Facebook, Instagram, and LinkedIn.
  - Created, scheduled, and published engaging content tailored to the interests and behaviors of target audiences.
  - Monitored social media channels, responded to audience interactions, and fostered a vibrant online community.
  - Utilized social media analytics tools to measure performance, refine strategies, and achieve engagement goals.
- Branding:
  - Developed and implemented branding strategies to strengthen brand identity and recognition in the market.
  - Ensured consistency in visual and verbal communication across all marketing materials and channels.
  - Conducted brand audits and market research to understand consumer perceptions and inform branding efforts.
  - Oversaw the creation and maintenance of brand guidelines to ensure cohesive and effective brand representation.
- Events Management:
  - Planned and executed various events, including seminars, webinars, and trade shows, to promote services and engage with potential clients.
  - Coordinated logistics, managed budgets, and collaborated with vendors and partners to ensure successful event execution.
  - Developed event marketing plans, including promotional materials, email campaigns, and social media outreach to drive attendance and engagement.
  - Analyzed event outcomes, gathered feedback, and implemented improvements for future events.
- Generate Thousands of New Leads:
  - Successfully led initiatives that resulted in generating thousands of new leads, significantly increasing the company's potential client pool.
  - Utilized data-driven insights to identify high-performing lead generation tactics and optimize campaigns.
  - Maintained a strong focus on quality leads, ensuring high conversion rates and client satisfaction.

Media Buyer, Lead Generation

UpSell - Singapore

Sept - Dec 2024

Responsibilities and Achievements:

Media Buying:

- Managed comprehensive media buying strategies, securing optimal ad placements across digital platforms like Facebook and Instagram.
- Conducted in-depth market research to identify audience behavior and trends, ensuring targeted ad distribution for maximum impact.
- Collaborated closely with creative teams to align ad visuals and messaging with campaign goals, resulting in cohesive and engaging content.
- Consistently monitored and optimized campaign performance, using data insights to refine targeting, placements, and budget allocation for enhanced ROI.

Lead Generation for Interior Design Companies:

- Spearheaded campaigns that successfully generated thousands of high-quality leads for multiple interior design clients, expanding their customer base significantly.
- Implemented data-driven strategies, leveraging audience insights to optimize lead generation funnels and reduce cost per lead.
- Focused on attracting quality leads by fine-tuning audience targeting, resulting in higher conversion rates and improved client satisfaction.
- Introduced A/B testing methodologies to compare ad variations, further enhancing lead generation performance and efficiency.

Campaign Optimization & Performance Management:

- Consistently achieved above-industry-standard click-through rates (CTR) and conversion metrics through continuous testing and campaign refinement.
- Applied advanced audience segmentation and retargeting strategies to maximize reach and engagement with both cold and warm audiences.
- Delivered comprehensive performance reports with actionable insights, empowering clients with transparency and campaign clarity.

Collaboration & Project Management:

- Effectively coordinated with cross-functional teams including graphic designers, copywriters, and project managers to ensure campaign consistency.
- Managed multiple client campaigns simultaneously, balancing budgets, deadlines, and performance optimization with precision.
- Maintained open communication with clients, providing strategic recommendations and results-driven insights to meet business objectives.

Facebook Ads Specialist - Lead Generation

Powerfoxmedia - USA

Jun - Sept 2024

Responsibilities and Achievements:

Media Buying:

- Managed end-to-end media buying strategies for auto insurance campaigns, securing optimal ad placements across Facebook.
- Conducted in-depth market analysis to identify high-performing digital channels and audience segments for precise ad targeting.
- Collaborated with creative teams to develop engaging ad creatives that aligned with the brand's messaging and campaign objectives.
- Monitored and optimized ad performance through data-driven adjustments, ensuring maximum ROI while maintaining cost efficiency.

Lead Generation for Auto Insurance:

- Spearheaded targeted lead generation campaigns that successfully generated thousands of high-intent leads, expanding the client base significantly.
- Utilized data analytics to refine audience targeting, creative strategies, and bidding techniques, reducing cost per lead while increasing lead volume.
- Implemented advanced retargeting strategies to re-engage warm leads, contributing to higher conversion rates and customer acquisition.
- Prioritized lead quality by continuously optimizing ad creatives and targeting strategies, resulting in improved client retention and satisfaction.

Campaign Optimization & Performance Management:

- Consistently exceeded lead generation targets by implementing A/B testing and continuous performance monitoring.
- Applied conversion-focused strategies such as audience segmentation, lookalike audiences, and interest-based targeting for maximum impact.
- Delivered detailed performance reports, including key metrics and insights, to ensure transparency and data-backed decision-making for clients.