

Zack Briones

Digital Marketing Strategist

“Creating the future of marketing & advertising”

Founder of Digital Marketing Philippines

Overview:

Professional Experience:

- 1 Year - Telemarketing Customer Service
- (Understanding Consumer Behavior)
- 1 Year - Freelance Digital Marketing Specialist
- 2 Years - Digital Marketing Executive
- Present (6 Months) - Head of Marketing & Co Founder of Box Digital PH

Industry handled with my expertise:

- Customer Service
- B2B Marketing & Advertising
- E-Commerce
- Insurance Marketing
- Real Estate Marketing
- Franchising Marketing
- Advertising to Advertising Services

Computer/IT Skills:

- Microsoft Office: Access, Excel, OneNote, Outlook, Powerpoint, & Word.
- Social Media: Hootsuite, Sprout, Facebook Ads, Facebook Analytics.
- Email: Mailchimp and Wix Email Tool
- Google Ad Tools: Google Adwords Certified, Google Analytics Certified, Google Trends.

Expertise:

- ✓ Paid Campaign Strategy: Adwords, Facebook Ads, Twitter Ads, LinkedIn Ads.
- ✓ Digital Marketing Strategy: Lead Generation, Brand Awareness, Social Proofing, Engagement and Traction.
- ✓ Content Strategy: Social Media, Website, and Search Engine.
- ✓ Marketing Automation

Education:

Bachelor of Science in Business Administration major in Marketing

Specific Trainings Attended:

- ✓ Digital Marketing Analysis
- ✓ UI/UX Designing
- ✓ Real Estate Market Behavior
- ✓ Entrepreneurial Skillset
- ✓ Facebook Blueprint
- ✓ Google Academy

Certificates:

- ✓ Facebook Blueprint Course Completion
- ✓ Google Adwords Certified
- ✓ Data Analytics
- ✓ Real State Market Behavior
- ✓ Corporate Setting Practice

Experience:

Experience:

- ✓ *1 Year - Telemarketing Customer Service at Microsoft
(Understanding Consumer Behavior)
2015-2016*
- ✓ *1 Year - Freelance Digital Marketing Specialist at my own brand
(Zack Briones)
2015-2016*
- ✓ *2 Years - Digital Marketing Executive at ELS Philippines, Inc.
(Handled two big brands while working for the company as their
partners)
2016-2018*
- ✓ *Marketing System of LG and Electrolux, B2B Segment.
Present (6 Months) - Head of Marketing & Co Founder of Box
Digital PH
2018-2019*

Approach/Achievements:

- ✓ Increased Real Estate Leads by 200%
- ✓ Laundry Business Franchising Leads from 2-5 Leads a day to 10-20 Leads a day
- ✓ E-Commerce – Increased conversion of purchase from 2% sales conversion from clicks to 10-15%
- ✓ Insurance Marketing – Generated 5 average leads per day with low budget and appointment conversion ratio of (1:5)
- ✓ Corporate Awards – Electrolux – Best in digital marketing B2B Segment 2017
- ✓ LG Korea Commercial Segment – Best digital awareness for commercial brand 2017

Community:

- ✓ Digital Marketing Philippines
- ✓ Z-Commerce

My Public Speaking/Talks:

- ✓ E-Commerce – Start your own local e-commerce business (For my mentees)
- ✓ The Paradox of Digital Era (Digital Marketing 101) – Distributor of Commercial Machines from LG
- ✓ Turn Clicks Into Sales! – (Real Estate & Insurance Agents)

My Marketing Principle:

The marketing & advertising success process

Story → Message → Purpose → Plan

How I do it:

Strategy → Creatives & Production → Placement → Review

References

Mr. Rogelio Tapang – President of Cleanworld Marketing Corporation

Email: rogeltapang@mrlabaluvah.com

Joey Ermita – Managing Director of ELS Philippines

Email: joe@elsphilippines.com

Jose Ma. Miguel Ermtia – Managing Director of ELS CTCC

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Vladimir Bautista – CEO of VilaViral – Miami, United States

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