

Eroll Encabo

Cebu City, Philippines | encaboeroll@gmail.com | 09475974403

PROFESSIONAL SUMMARY

Strategic Digital Marketing Specialist with over 9 years of experience managing multi-channel campaigns across Google Ads, Facebook Ads, SEO, and email automation. Proven ability to drive revenue growth, optimize conversion funnels, and lead digital strategies for SaaS companies, agencies, and global brands. Skilled in developing performance-focused marketing systems, scaling ad spend profitably, and leveraging data-driven insights to maximize ROI.

CORE COMPETENCIES

Google Ads | Google Analytics | Google Tag Manager | Facebook Ads | TikTok Ads | SEO | WordPress Development | Shopify Development | Landing Page Optimization | A/B Testing | Email Marketing Automation (Klaviyo, ActiveCampaign) | Social Media Management | Conversion Rate Optimization | Funnel Development | Data Analytics

PROFESSIONAL EXPERIENCE

SOVA.ph / PinoySEO.ph | Google Ads Trainer (Part-Time)

January 2025 – Present | Cebu City, Philippines

- Conduct face-to-face, online, and recorded training sessions for aspiring marketers and business owners.
- Provide hands-on guidance on Google Ads setup, optimization, and scaling.
- Developed structured modules covering keyword research, campaign architecture, bidding strategies, and conversion tracking.
- Mentored participants to apply best practices, resulting in measurable improvements in their campaign performance.

Fingertip.com | Senior Digital Marketing Specialist (Consultant, Part-Time)

October 2023 – 2025 | Remote, Australia

- Oversaw digital marketing strategy, including Google Ads, Facebook Ads, SEO, email flows, brand campaigns, and marketing budgets.
- Fixed Google Ads conversion tracking, ensuring accurate measurement and optimization.
- Implemented SEO strategies that ranked Fingertip.com **#1 on Google Search** for key industry terms.
- Redesigned and automated key email flows (welcome, follow-up, win-back, trial, and premium onboarding), improving retention.
- Increased organic traffic by **200%** and boosted Google Ads conversions by **118%**, strengthening SaaS growth.
- [Fingertip.com](https://fingertip.com) has been acquired by Linktree.

The Bullseye Agency | Senior Google Ads Specialist

May 2023 – 2025 | Remote

- Led strategy and execution of Google Ads campaigns across e-commerce, SaaS, and service-based industries.
- Reduced cost per acquisition (CPA) by up to **40%** while scaling ad spend profitably.
- Optimized bidding strategies, ad copy, and audience targeting, driving up to **70% conversion lifts**.
- Implemented tracking solutions with Google Tag Manager and Analytics, ensuring precise attribution.
- Mentored junior PPC specialists and standardised best practices across the agency.

McKee Creative | Senior Digital Marketing Specialist

March 2022 – 2025 | Remote

- Managed Google Ads, TikTok Ads, and Facebook Ads across multiple client accounts.
- Increased organic traffic by **40%** and boosted keyword rankings by **29%** through SEO.
- Conducted A/B tests and landing page optimizations, achieving a **30% lift in conversions**.
- Reduced CPA by **67%** and generated **over 1 million USD in revenue** via ad campaigns.
- Improved overall client conversion rates by **35%** through detailed audits and consultations.

Wizard of Web | Digital Marketing Specialist

September 2019 – March 2022 | Remote

- Optimized Shopify funnels with Shoptimized and Funnel Buildr, increasing sales by **50%** in 6 months.
- Managed Facebook Ads for Blissful Birthing, expanding reach in Costa Rica, the UK, and the US.
- Contributed to the launch of Smartsuite, improving backend efficiency by **20%**.
- Reduced operational costs by **15%** while maintaining quality standards.
- Mentored junior team members, enhancing campaign execution and productivity.

Intrycks LTD | Digital Marketing Specialist

October 2019 – January 2023 | Remote

- Deployed SEO strategies that grew client website traffic by **40%** in just 3 months.
- Improved blog CTR by **25%** and on-site engagement by **20%** through optimized content.
- Designed high-performing landing pages, increasing leads by **30%** and conversions by **25%**.
- Recognized by management for delivering innovative, results-driven marketing solutions.

EDUCATION

University of Cebu – Bachelor of Science in Information Technology | 2008

Cebu Institute of Technology University – Bachelor of Science in Business Administration, Major in Marketing Management | 2011

CERTIFICATIONS

- Google Ads Certification | 2016
- Google Analytics Certification | 2016
- Google Tag Manager Certification | 2016
- SEO Certification | 2016 and 2024
- Facebook Ads Certification | 2016
- TikTok Ads Certification | 2016
- Klaviyo Email Marketing Automation Certification | 2016
- ActiveCampaign Email Marketing Automation Certification | 2016

- Social Media Management Certification | 2016
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KEY HIGHLIGHTS

- Over 9 years of digital marketing experience across agencies, SaaS, and global brands.
- Generated **40M+ USD in revenue** from Google Ads campaigns.
- Delivered **200% organic traffic growth** and **118% conversion increase** for SaaS platforms.
- Dual expertise in **strategic planning and technical execution** across paid ads, SEO, and automation.