



# CLARK KHRISTIAN MENDIOLA

## DIGITAL MARKETING MANAGER

*Results-focused digital marketing strategies built to last.*

### CONTACT

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 [Clark Khristian Mendiola](https://www.linkedin.com/in/clark-khristian-mendiola)

 Pasig City, Philippines

### EDUCATION

#### BS Travel Management

Our Lady of Fatima University

2013-2017 Antipolo City,

Philippines

### SKILLS

Digital Marketing & Strategy

Email Marketing (B2C & B2B)

Social Media Management & Strategy

SEO & Analytics

Content Creation (AI, SEO & Copywriting)

Image & Video Editing

Graphic Design

Project Management

Affiliate & Sales Management

Website Development & Management

CRM & Quality Assurance

E-book Creation & Promotions

### LANGUAGE

English

Filipino

### EXPERIENCE

#### Digital Marketing Manager

**The Legendary Roots 88 Inc.**

- Led marketing team & multi-channel digital campaigns
- Built & managed websites with 200K+ monthly views
- Created landing pages with conversions by 58%
- Applied KPIs, CRM, and insights to guide strategy
- Built 15K+ email subscribers within just 8 months
- Top 2-5 for high-intent keywords for most articles
- Designed and proofread e-books for lead generation
- Ran B2B/B2C email campaigns and automations
- Generated \$20K+ through sales and affiliate programs
- Oversaw QA, workflows, and project timelines
- Directed client ad campaigns & team content systems
- Grew traffic to 200K+ monthly page views in 1 year
- KPI Reports Preparations & Analyzation

#### Digital Marketing Lead

**Tri 7 Solutions Inc.**

- Built affiliate programs, expanding partners by 65%
- Executed marketing efforts on all digital channels
- Consistently close advertising deals, 30% above target
- Spearhead Lead Generation & Implement
- Managed B2C & B2B Email Marketing Process
- Created & designed visuals for digital channels
- KPI Reports Preparations & Analyzation

#### Affiliate & Marketing Assistant

**Tri 7 Solutions Inc.**

- Boosted 70% of Affiliate Commissions & Partners
- Maintained client relationships for repeat deals
- Assisted in campaign setup and reporting
- Oversaw website updates and operations
- Supported business development and sales growth

### REFERENCE

**Rayne Nadeen Lopez**

Human Resource Generalist

The Legendary Roots 88 Inc.

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**Kristine Jeanne Delgado**

Project Manager

Tri 7 Solutions Inc.

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