



# CLARK KHRISTIAN MENDIOLA

## DIGITAL MARKETING MANAGER

Results-focused digital marketing strategies built to last.

### CONTACT

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- 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.

- Aug 2025 - Jul 2023
- 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.

- May 2023 - Sep 2022
- 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.

- Aug 2022 - Mar 2022
- 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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