

CARLO AGUINALDO

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https://www.linkedin.com/in/carlo-aguinaldo

SUMMARY

Highly organized and data-driven strategist with solid communication skills. Drawing on more than 4 years of experience as a digital-savvy and generalist marketing professional. With my diverse and analytical skill set, I help organizations translate complex products and ideas into a cohesive, integrated, and informed marketing communication strategy. My experience spans the Industrial, Process Engineering, and FMCG industries, acquiring extensive technical skills and expertise in the APAC region, USA, and other international markets.

PROFESSIONAL EXPERIENCE

Marketing Coordinator

CEM INTERNATIONAL (CHEMICAL PLANT & ENGINEERING, EQUIPMENT, TITANIUM)
Melbourne, Australia
2021 – 2023

Australian owned group of companies providing specialty engineering, technology, design, and quality processing solutions to various industries worldwide.

- **Day-to-day management** of digital and print media campaigns. Working closely with the Marketing and General Managers.
- Setup, track, A/B test and **optimize** content across **all channels** such as website, social media, referrals, ad campaigns etc.
- **Manage relational databases**, analyze data-driven insights, as well as advertising performance and web analytics reports.
- Unlocked revenue by systematizing and optimizing company databases and CRM. **Empowering sales engineers** with relevant information, capitalizing market opportunities, and nurturing potential customers, while reactivating dormant ones.
- **Project collaboration** with sales team to convert marketing leads into inbound prospects, and with technical engineers to create compelling presentations, case studies, whitepapers, blogs, and brochures.
- Align marketing and sales processes. **Handle marketing budgets** and manage communication with vendors and partners.
- **Create and manage marketing content** for campaigns, landing pages, funnels, programs, events, and more.
- Conduct **market research** and competitor analysis to identify opportunities and threats in domestic and global markets.
- Manage and maintain **LinkedIn account** and **directory listings**, along with implementing **SEO strategy**.
- Manage and update **company website**, including all its three divisions, while effectively improving its **search engine rankings**, both locally and globally, leading to more views and sessions created.

Marketing and Sales (Business Development) Associate

AUSTRALIA JW TRADING (WELLSHINE WELLSON)
Melbourne, Australia
2019 – 2021

Australian food products supplier specializing in natural food products to inspire families maintain a healthier and happier lifestyle.

- **Digital marketing and SEO** (email, on and off-page optimizations, PPC, web analytics, manage company website and social media accounts).
- **Business development** and marketing. Account and client management, as well as **market research**.
- Lead and contribute to marketing events, planning and execution, supporting logistics, materials, and attendee coordination.
- Acquired 30+ small to medium retail stores in Melbourne, improving **local brand penetration**.
- Increased **company's legitimacy in overseas markets** by improving its **Google rankings** (top of SERP), Facebook likes and followers.
- **Managed company website** and saved company resources by coding an alternative to Google Map store locator, increasing website traffic, engagement, and time on page.

EDUCATION & CERTIFICATION

Bachelor of Business (Marketing)
La Trobe University (2015 – 2018)

SQL Essential Training
LinkedIn (2023)

Google Analytics Certification
Google (2023 – 2024)

Google Ads Search Certification
Google (2023 – 2024)

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Google Ads Video Certification

Google (2023 – 2024)

TECHNICAL SKILLS

B2B Marketing, digital marketing, marketing operations, relational database management (SQL), **data analysis**, databases, CRM, market analysis and **market research**, website management, **technical products**, technical updates, **projects**, marketing campaign **strategy**, event coordination and planning, branding, positioning, **storytelling**, presentations, **SEO** and **SEM**, keyword analysis, SEO content development, on-page optimization, copywriting, email marketing, social media marketing, content writing, content management, **marketing automation**, web analytics, AI (ChatGPT), UX/UI, **international markets**.

LANGUAGES

English – Native	Tagalog (Filipino) – Native	Hebrew – Beginner
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KNOWN TOOLS AND SOFTWARE

Microsoft Office (Excel, Word, PowerPoint)	VLOOKUP, Index, Pivot	Power Apps, SharePoint	Google Analytics – GA4	WordPress, WIX, CMS	HTML, CSS & JavaScript	SQL, CRM, HubSpot	Google Ads, Facebook Ads
SEMrush, Screaming Frog (SEO TOOLS)	Photoshop, Illustrator	InDesign, Canva	Mailchimp, Email	LinkedIn	Facebook, YouTube	Instagram, Twitter	ChatGPT (AI)

INTERESTS

Skill development, technology, psychology and consumer behavior, recycling and sustainability, travel, sports, world cultures, food, coffee, baking, music, and audio.

REFERENCES

AVAILABLE UPON REQUEST