

# CARLO AGUINALDO

Haifa District, Israel | +972 54 6827 634 | carlo.agi@outlook.com | www.carloagi.com |  
<https://www.linkedin.com/in/carlo-aguinaldo>

## SUMMARY

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Highly organized and skilled native English speaker from Australia with 4+ years of experience as a full-stack, digital-savvy marketing professional. Known for my diverse skill set, I help organizations translate complex products and ideas into a cohesive and integrated marketing communication strategy. My experience spans the FMCG, Industrial, and Process Engineering industries, acquiring technical skills and expertise in the APAC region and other international markets.

### Australian with a B1 Visa in Israel

## PROFESSIONAL EXPERIENCE

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### **CEM INTERNATIONAL (CPE, EQUIPMENT, TITANIUM)**

Melbourne, Australia

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

Marketing Coordinator

2021 - 2023

*Align marketing and sales processes. Create content and execute marketing campaigns, funnels, programs, promotions, and events. Collaborate with sales to convert marketing leads into inbound prospects. Work with technical engineers to create compelling marketing presentations, case studies, whitepapers, blogs, and brochures. Compile and analyse data-driven insights from CRM, advertising, and web analytics reports. Conduct market research and competitor analysis to identify opportunities and threats in local and international markets. Handle marketing budget, and communication with vendors and partners. Maintain and supervise company website, listings, and LinkedIn. Develop and implement SEO strategy (product led content, PPC, inbound/outbound links, keyword analysis and research, etc.).*

### ACHIEVEMENTS:

- Systematised and optimised company databases and CRM, such as product cost estimators, customer insights, and inactive customer reports. Empowering sale engineers to make more informed and strategic decisions, capitalize on market opportunities, and engage with potential customers while reactivating dormant ones.
- Significantly doubled Chemical Plant & Engineering's (CPE) LinkedIn followers upon joining, with a 45% increase in the past year, leading to enhanced online presence and brand visibility.
- Established a strategic marketing partnership with CSIRO, Australia's leading scientific research organisation, paving the way for future collaborative campaigns and solidifying market credibility.
- Developed the 'Marketing Files Browser App', facilitating seamless presentations of marketing materials to clients and improving remote access for sales, resulting in improved client engagement, and streamlined funnel conversion process.
- Launched, migrated, and managed a new company website incorporating all three divisions of CEM, while effectively maintaining and enhancing its search engine ranking and position, leading to more views and sessions created.

### **WELLSHINE WELLSON (AUSTRALIA JW TRADING)**

Melbourne, Australia

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

Marketing and Sales Associate

2019 - 2021

*Business development and marketing as a junior. Account and client management. Market research and digital marketing (incl. email, SEO - on and off-page optimisations, PPC, web analytics, management of company website and social media).*

### ACHIEVEMENTS:

- Acquired 30+ small to medium retail stores in Melbourne, improving local brand penetration.
- Increased the company's perceived legitimacy in overseas markets by improving its Google rankings (on top of SERP), and Facebook likes and followers.
- Developed company website and saved company resources by coding an alternative to Google Map store locator, increasing website traffic, engagement, and time on page.
- Took leadership of the sales and marketing team during promotional and marketing events.

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## EDUCATION & CERTIFICATION

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<b>Bachelor of Business (Marketing)</b> La Trobe University	2015 - 2018
<b>Google Analytics Certification</b> Google	2023 - 2024
<b>Google Ads Search Certification   Google Ads Video Certification</b> Google	2023 - 2024
<b>Cert III in Warehousing Operations</b> Real Institute, Australia	2015

## TECHNICAL SKILLS

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Digital marketing and marketing operations, market analysis and market research, website management, campaign strategy and management, branding, positioning, storytelling, presentations, SEO and SEM, copywriting, email marketing, social media marketing, content writing and management, marketing automation, data analysis, databases, CRM, web analytics, UX/UI, international markets, B2B, B2C.

## LANGUAGES

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English - Native

Tagalog (Filipino) - Native

Hebrew - Beginner

## KNOWN TOOLS AND SOFTWARE

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Microsoft Office (Excel, PPT, Word)	Power Apps and SharePoint	Google Analytics – GA4	WordPress, WIX, CMS	Google Looker Studio, GTM	Photoshop, Illustrator	InDesign, Canva	LinkedIn, Facebook, YouTube
Vlookup, Index, Pivot	Instagram, Twitter	HTML, CSS & JavaScript	Google Ads	Facebook Ads	Mailchimp, Email	SEMrush, SEO Tool	HubSpot, CRM

## INTERESTS

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Skill development, technology, sports, psychology and consumer behaviour, recycling and sustainability, travel, international cultures, food, music, and audio.

## REFERENCES

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**AVAILABLE UPON REQUEST**