

PHILIP ANTHONY A. BILLENA

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PROFESSIONAL SUMMARY

A results-driven marketing leader with more a decade of driving measurable business outcomes through strategic thinking and a deep technical foundation in IT infrastructure. Specializes in building and owning full-funnel marketing ecosystems, from AI search visibility across Google AIO, ChatGPT, and Perplexity, to architecting paid media campaigns, CRM automation workflows, and data-driven attribution systems that connect every marketing dollar to real revenue. Takes full ownership of projects and cross-functional teams, driving initiatives from concept to completion with structure, precision, and accountability. Passionate about turning complex data into clear strategy, and clear strategy into consistent, scalable growth.

CORE SKILLS & TOOLS

SEO / AEO	Technical SEO, On-Page & Off-Page, AI Search Visibility (Google AIO, ChatGPT, Perplexity), Keyword Research, Competitor Gap Analysis
Paid Media	Google Ads, Meta Ads (Facebook & Instagram), LinkedIn Ads, Architecture, Audience Targeting, CPA Optimization
Analytics	GA4, Google Tag Manager, Search Console, Looker Studio, Tableau, SEMrush, Ahrefs, Search Console, MS Clarity
CRM & Automation	HubSpot, Pipedrive (attribution workflows, lead scoring, nurture sequences)
Content & Social	Reels, Short-Form Video Strategy, BOFU Content, E-Newsletter Campaigns
Tech & CMS	WordPress, Shopify, WooCommerce, HTML, CSS, PHP, SQL, R
Project Mgmt	ClickUp, Asana, MS Projects
Design	Photoshop, Illustrator, InDesign, Premiere

MARKETING COORDINATOR, April 2025 – Present

Efficiency Leaders

- ✓ Positioned the brand at the forefront of modern search by securing Top 2 placements in Google AI Overviews and establishing a strong citation presence across ChatGPT (Search) and Perplexity AI, driving visibility where traditional SEO no longer reaches.
- ✓ Built the organic search channel from zero for a commercial niche organization, scaling target keywords from unranked to Top 5 and pushing satellite sites to #1 to dominate SERPs and systematically crowd out competitors.
- ✓ Overhauled Google Ads and LinkedIn Ads account architectures, significantly increasing high-intent conversions while driving a measurable reduction in Cost-Per-Acquisition (CPA) through smarter targeting and campaign structure.
- ✓ Eliminated fragmented data silos by architecting a unified attribution ecosystem across GA4, HubSpot CRM, and Looker Studio, enabling full-funnel visibility and precise ROI tracking on every marketing dollar spent.
- ✓ Designed and deployed complex multi-branch behavioral workflows in HubSpot to automate lead scoring, audience segmentation, and nurture sequences, accelerating pipeline velocity and maximizing sales team efficiency.
- ✓ Engineered a Bottom-of-Funnel (BOFU) content engine that targets high-value competitor gaps and intercepts buyers at peak purchase intent, converting competitive research directly into pipeline.

MARKETING MANAGER I October 2022 – March 2025

Glofon Herbal Medicine, Philippines

- Planned and managed Meta Ads campaigns (Facebook & Instagram) on a lean ₱30K/month budget, achieving higher conversion rates through precise audience targeting, segmentation, and continuous creative optimization.
- Produced and published TikTok Reels as part of an organic social strategy, driving brand awareness and supporting lead generation for herbal medicine products in a competitive wellness market.
- Analyzed campaign performance data to continuously optimize ad creative, targeting, and spend allocation, improving cost-per-lead efficiency without increasing budget.
- Oversaw end-to-end marketing operations including branding, advertising, promotional campaigns, and quarterly/annual reporting to key stakeholders.
- Planned and executed new marketing initiatives aligned with product launch cycles and seasonal demand.

IT & DIGITAL MEDIA HEAD, 4/2012 – 5/2022

Amjaad Holding Group, Oman

- Managed all client digital media marketing campaigns across head office and affiliate network, covering planning, budgetary control, and performance analysis.
- Analyzed consumer behavior data and campaign performance to provide strategic business recommendations to clients.
- Grew client shopping mall foot traffic and boosted tenant sales revenue by approximately 25% through targeted social media marketing campaigns and digital promotions.
- Implemented improved daily workflow procedures across team, resulting in a 20% increase in work productivity.
- Proposed and implemented network firewalls on servers, increasing infrastructure security by 40%.
- Negotiated IT contracts and supplier agreements, reducing costs by 15–20%.
- Monitored keyword analytics and social media campaign metrics, improving website rankings and campaign ROI.

WEB ADMINISTRATOR, 12/2009 – 12/2011

Yousef Al Rajhi Group of Companies, Riyadh K.S.A

Planning and supervise team members and oversee design, coding, systems integration and consolidation.

- ✓ Work closely with project managers and other members of the development team to both develop detailed specification documents with clear project deliverables and timelines, and to ensure timely completion of the project.
- ✓ Review and analyze client sites for areas that need improvement for SEO purposes and produce detailed reports.
- ✓ Provide creative ideas for content marketing.
- ✓ Develop and maintain system documentation on routines used in the development of site content, database programs, file directory structure, etc.; formulate and enforce standards for web development.
- ✓ Contribute in motion graphics composition in media department.

Achievements:

- ✓ Contribute to Intranet development that facilitates collaboration between departments that increase employee engagement and improve communications.
- ✓ Works with the IT manager to develop and update training plans, materials, and documentation for users; coordinate new user and ongoing training sessions.

NETWORK ADMINISTRATOR, 3/2007 – 4/2009

Al-Qarni Sons Co., Dammam, K.S.A

Maintain network servers, and analyze server behavior to ensure optimal performance of the system. Ensure operating system security and manage Focus RT software.

- ✓ Manage ERP, local server, and wireless networks on main and site offices.
- ✓ Performing system backups, data recovery, and technical documentation.

- ✓ Ensure smooth running of company operations with high performance and availability of network infrastructure.
- ✓ Implement network security and provide certain staff VPN access on HO server ERP/shared data.
- ✓ Controlled document records/files as per ISO 9001: 2000 "Quality Management System" requirements with proper identification and traceability.

Achievements:

- ✓ Trained employees across departments on network operations including log-in procedures, network management software, permissions, printing issues, security, and use of the software.
- ✓ Recommends modifications of basic IT systems to improve and simplify business systems and reduce operating cost

WEB DESIGNER/ MARKET RESEARCH, 4/2005 – 2/2007

Cosmo Enterprise Inc., Metro Manila, Philippines (Multimedia & Outsourcing firm based in San Jose, California)

Manage all phases of graphic user interface design projects for a wide range of clients requiring interactive sites. Assess client needs and develop specifications plan and implement projects from initial conceptual design through coding, final delivery, and client approval.

- ✓ Provide effective and functional website to customers that meet their specific needs and establish standard development practices to improve coding quality and productivity.
- ✓ Develop a website using W3C compliant that is focused on usability and accessibility.
- ✓ Assist Manager in developing project scope and schedules.
- ✓ Support product research and price margin analysis.
- ✓ Perform routine backup, upgrades and overall maintenance of websites.
- ✓ Able to accomplish projects with tight deadlines.

Achievements:

- ✓ Planned weekly e-newsletter campaigns and raised media product sales to 20%.
- ✓ Proposed and implemented new site content architecture and navigation schemes for a company website redesign that increased traffic results.
- ✓ Contribute to competitors' price margin analysis, which increased sales.

Marketing/ Publication Officer, 6/2004 – 3/2005

Catholic Bishop Conference of the Philippines, Intramuros, Manila

- ✓ Conduct ED Tech Seminars for catholic school teachers regarding on IT Awareness.
- ✓ Develop websites on catholic schools that are connected to CBCPWorld broadband.
- ✓ Assist on site survey and VSAT network installation.
- ✓ Research/Plan monthly newsletter content and assist on missionary works on Pontifical Missionary Society, Philippines.

CERTIFICATION AND TRAININGS

Mega Digital Marketing | Udemy
Content, Email & Inbound Marketing | HubSpot
Advance Data Analytics | Google
Business Intelligence Professional | Google
Semrush Complete and Keyword Research | Udemy
Google Data Analytics | Google
Ahrefs SEO Audit | Udemy
Google Ads Masterclass | Udemy
LinkedIn Ads Masterclass | Udemy
LinkedIn Lead Generation Bootcamp for B2B Sales | Udemy
Advance Wordpress & Elementor | Udemy
Quality Management | DOST PH
Project Management Professional | Simplilearn/PMI

EDUCATION

Multimedia - Informatics Computer Institute, 2000 - 2002, Philippines

Computer Science - STI College, 1997-1999, Philippines

BS Psychology - University of Negros Occidental-Recoletos, 1995 – 1997, Philippines

PERSONAL DETAILS & TRAITS

With valid International Driver's License

- ✓ Ability to think strategically & translate strategy into action plans.
- ✓ Effective Self-Organizations, Strong interpersonal skills.
- ✓ Situational Leadership Skills, Time and People Management skills.
- ✓ Ability to work & communicate with people across the organization.