

JOSE MARI GARCIA

Digital Marketing & SEO Specialist | Web & Media Expert Google Analytics & Tag Manager Expert

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SUMMARY

I am a skilled and results-driven digital marketing specialist with over 8 years of hands-on experience in technical aspects of the field. My skills include:

- Google Analytics Mastery, including setting up GA4, event tracking, and data-informed decision-making.
- Expertise in the advanced Google Tag Manager configuration for efficient tracking tag management.
- Proficiency in implementing marketing pixels across various platforms.
- Specialization in SEO audits, technical issue resolution, and improved rankings.
- 8 years of experience in web design and content management system (CMS).
- Google Looker Studio reporting skills for data-driven insights.
- Experience in digital campaign management on platforms such as Facebook Ads, LinkedIn Ads, and Google Ads.

In addition to my practical experience, I hold a 2-year Business Administration diploma majoring in Digital Marketing from Bow Valley College, completed in December 2022, ensuring I stay current with industry trends.

My commitment to staying updated with industry trends, integrating technical expertise with strategic marketing insights, and proficiency in digital marketing, SEO, and website design enables me to deliver impactful results for any organization.

EXPERIENCE

Digital Marketing & SEO Specialist

Informa Connect Middle East

📅 01/2020 - Present 📍 Calgary, Alberta, Canada

🌐 <https://informaconnect.com/mea/>

Freelance • Remote

- Independently executed the migration of website tracking for 38 websites from Universal Analytics to Google Analytics 4 (GA4), encompassing a comprehensive audit, planning, configuration, and implementation phases.
- Configure technical requirements, resolve issues, and set up marketing pixels across multiple advertising platforms (Facebook, Google AdWords, LinkedIn, TikTok, etc.), leveraging Google Tag Manager for precise tracking and successful campaign execution.
- Designed and implemented customized tracking solutions to meet unique business needs, including leveraging cookies for capturing UTM parameters integrated with CRM. Achieved a 100% capture rate of UTM parameters upon form submission on the website, ensuring comprehensive data accuracy and enabling precise attribution of marketing efforts.
- Developed custom reports and dashboards in Looker Studio formats to visualize key metrics and trends for 40 websites, facilitating data-driven decision-making.
- Provided strategic guidance and planning for website migration, ensuring smooth functionality, structured design, minimal risks and downtime, consistent branding, improved user experience, and maintained search engine rankings.

EXPERIENCE

Digital Marketing & SEO Executive

Informa Connect Middle East

📅 07/2015 - 01/2020 📍 Dubai, United Arab Emirates

🔗 <https://informaconnect.com/mea/>

Permanent Full-time • On-site

- Conducted in-depth SEO analysis, including keyword research, competitor analysis, on-page optimization, and technical SEO audits using tools such as SEMrush, MOZ, Screaming Frog, and Google Search Console. This effort led to improved website performance and enhanced search engine crawlability, resulting in a 31.2% increase in organic traffic and a 23.57% boost in conversions.
 - Assisted in developing and implementing digital marketing campaigns, including Facebook Ads, LinkedIn Ads, and Google Ads, to drive targeted traffic and generate leads.
 - Implemented Google Analytics and Tag Manager setups for multiple websites, ensuring accurate tracking of key performance metrics and user behavior analysis.
 - Set up and troubleshooted marketing pixels on various advertising platforms (Facebook, Google AdWords, LinkedIn, TikTok, etc.) using Google Tag Manager (GTM) to ensure precise tracking for successful campaigns.
 - Developed a strategic plan for website migration, ensuring proper functionality, structured design, reduced risks, and minimized downtime while maintaining branding, user experience, and search engine rankings.
 - Developed customized dashboards and reports in Microsoft Excel and Google Data Studio for stakeholders, offering clear visibility into KPIs and campaign performance metrics, and providing actionable insights and recommendations.
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Web Designer / Administrator

Informa Connect Middle East

📅 01/2009 - 06/2015 📍 Dubai, United Arab Emirates

🔗 <https://informaconnect.com/mea/>

Permanent Full-time • On-site

- Designed, developed, and maintained company websites using platforms such as WordPress, Adobe Experience Manager, and Unbounce (similar to Instapage). This ensured optimal functionality and appearance, significantly improving user experience and client satisfaction.
 - Served as the team leader for web content management, maintaining constant communication with content creators and the marketing team to ensure timely updates of online marketing content for over 5 exhibition websites and 40 conference websites, all aligned with the company's branding.
 - Successfully designed, executed, and analyzed A/B testing using Google Optimize to optimize web pages, landing pages, and digital assets, resulting in significant improvements in user engagement and conversions.
 - Conducted website and cross-browser compatibility testing during development, collaborating with web development and design teams to optimize performance, address technical issues, and ensure SEO compliance.
 - Successfully built over five mobile event apps using the Attendify platform, creating interactive and user-friendly event experiences that enhanced attendee engagement.
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Web Designer

Zipang Group Inc.

📅 06/2007 - 09/2008 📍 Makati, Philippines

Permanent Full-time • On-site

- Managed six multilingual websites, ensuring adherence to high standards for functionality, appearance, and industry best practices.
 - Collaborated closely with the marketing team to create website design mockups, visual imagery, graphic designs, and Flash animations that strengthened company branding.
 - Designed and developed over 5 websites, using HTML, CSS, and JavaScript to enhance interactivity.
 - Successfully transitioned a Flash-based website to an HTML and CSS framework, enhancing organic search performance and user experience.
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Web Designer

Global Macro Importex, Inc. | Ceebibi Language Centre

📅 03/2005 - 01/2007 📍 Mandaluyong, Philippines

Permanent Full-time • On-site

- Developed and implemented visually appealing and user-friendly websites, incorporating best practices in UX/UI design.
- Collaborated closely with developers to ensure websites aligned with client specifications and operated seamlessly.
- Improved website functionality and performance, reducing bug reports by 23%, by conducting thorough website testing and issue resolution.

EDUCATION

Business Administration Digital Marketing Diploma

Bow Valley College

 01/2021 - 12/2022  Calgary, AB, Canada

- Earned a Business Administration Diploma with a Major in Digital Marketing. This comprehensive program focuses on the rapidly growing field of digital marketing, user experience design, analytics, search engine optimization, integrated media strategies, and web development techniques.

Computer Engineering

AMA University

 1999 - 2003  Makati, Philippines

SKILLS

Digital Marketing & SEO

Digital Marketing

Search Engine Optimization (SEO)

Google Analytics (GA4)

Pay Per Click (PPC)

Google AdWords

Web Analytics

Google Tag Manager

Lead Generation

Search Engine Marketing (SEM)

Social Media Marketing

Structured Data Schema Markup

Looker Studio (Google Data Studio)

Web Design and Development

HTML & CSS

WordPress

Adobe Photoshop

Adobe Dreamweaver

Content Management System (CMS)

Web Design

Web Development

JavaScript

XML Schema

Structured Data Schema Markup

CERTIFICATIONS

Google Analytics Certification

Google Ads Search Certification

Google Ads Display Certification

AWARDS



Digital Delivery Award - Kiosk Onsite Touchscreen App

Winner of the 2016 K&N Award in the digital delivery category for the development of the KNect365 Onsite Touchscreen App.

LANGUAGES

EnglishProficientFilipinoNative

WORK AUTHORIZATION



Permanent Residence

Eligible to work in Canada