



EMILY LAPARAN

DIGITAL MARKETING EXPERT
CERTIFIED GOOGLE PROFESSIONAL

PERSONAL PROFILE

A professional digital marketer with 6 years of experience who specializes in promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

HIGHLIGHTED SKILLS

Google Ads

SEM

SEO

Graphic

SMM

Shopify

CONTACT INFORMATION

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Address: Tambacan, Iligan City, LDN, PH 9200

CERTIFICATES

Google Ads Display Certification
Completion ID: 69632171

Google Ads Search Certification
Completion ID: 69506363

Fundamentals of Digital Marketing
Certificate ID: KWG K37 5M7

MY REFERENCES

Arris Gomez, Task Blocking
+16155621980
gomezarris@gmail.com

Vandy Gupta, OZ Dial

WORK HISTORY



SEO SPECIALIST

SILVER EDGE MEDIA SERVICES
2014 - 2015

- Successfully research and analyzed website for ranking on search engines like Google.
- Research popular and relevant keywords used in search engine queries and insert them into websites, helping search engines find those sites and display them to web users.



SEO SPECIALIST

OZ DIAL AU
2016 - 2017

- Successfully ranked the keywords on the website.
- Successfully ranked top on Australia for finding jobs, submitting your business, selling and buying items.
- Successfully boost brand awareness for social media
- Applying link building and other SEO strategies to the site.

Web Designer & SEO



NATIONAL WEBSITE DESIGNS
SEPTEMBER 2019 - FEBRUARY 2020

- Addressed customer service inquiries in a timely fashion
- Achieved a customer satisfaction rating of 98%
- Created functional websites using Squarespace, Elementor WordPress, Shopify, Wix and many more.

Social Media Manager

KW VIRTUAL ASSISTANTS
JUNE 2019 - SEPTEMBER 2020

- Successfully managed real estate client's social medias including Facebook, LinkedIn, Instagram, Twitter, & YouTube.
- Created social media content to be publish everyday.
- Boost social media engagement and marketing.
- Successfully publish and advertise properties on social medias.

PREVIOUS EDUCATION



Iligan Medical Center College

BSED - MATHEMATICS

- PAFTE REGION 10 (Teacher's Association)



Holy Family School of Iligan

SECOND HONORABLE MENTION

- CONSISTENT HONOR
- BEST IN MATH
- SBO CLUB SECRETARY
- EXPLORER'S CLUB PRESIDENT (Association of Math, Science, Computer Studies Enthusiast)
- CONSISTENT CLASS OFFICER
- LEADERSHIP AWARD
- CHARACTER AWARD
- BEST IN PERFORMING ARTS
- MERITORIOUS AWARD