



KHMER LEE LUGOD

DIGITAL & PERFORMANCE MARKETING | ENTERPRISE SEO | WEB DEVELOPMENT

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A highly skilled and self-motivated digital marketer with a background in performance marketing, SEO, web development and data analysis. Possessing the ability to manage multiple projects, prioritize tasks and meet deadlines, as well as adapting and staying focused in a fast-paced environment. Consistently reliable, punctual and able to work with minimal supervision while delivering quality work that meets and exceeds expectations. Possessing excellent communication skills and able to work directly with C-level management. Has experience in lead generation, ad optimization and competitive analysis, as well as creating marketing briefs and managing campaign budgets. Proficient in using various tools and CMS such as Zapier, Google Analytics, Facebook Ads Manager and more. Holds Google certifications in Analytics, Ads Fundamentals and Ads Display, and has a valid Dubai driver's license with a car. Has a strong portfolio and a willingness to be interviewed.

Google Certification: Google Analytics Individual Certification, Google Ads Display Certification, Google Ads Fundamentals
Dubai Driver License w/ Car

Experience

14 years

Dec 2022– Present

Senior Digital Marketing Specialist

Excelsior Real Estate Brokers – <https://www.xlcr.ae> [Dubai, United Arab Emirates]

Industry	Real Estate (Property Management)
Specialization	Real Estate Broker/Agency
Role	Sr. Account Management
Position Level	Hybrid

- Develop and implement marketing strategies to optimize ROI and facilitate effective customer acquisition.
- Design impactful landing pages tailored for Luxury Audience (Europe and GCC), achieving targeted MQL rates of 60-80%.
- Oversee campaign management processes, monitoring lead progress and budget utilization to drive continuous improvement.
- Analyze market trends and optimize advertisements for maximum impact, leveraging insights to refine campaign strategies.
- Create compelling copy and visually appealing ads for social media and Google platforms, driving brand awareness and engagement.
- Manage in-house efforts for SMM, SEM, and SEO, driving engagement and visibility across digital channels.
- Utilize various marketing tools, including Zapier, SEMrush, webhooks, analytics platforms, and APIs, to enhance campaign performance.
- Prepare detailed campaign proposals and marketing briefs, presenting strategic recommendations to stakeholders.
- Drive website development and design, focusing on landing page optimization and user experience enhancements.
- Plan and execute WhatsApp and Email Blast campaigns, targeting key audiences with personalized messaging.
- Supervise website management for www.xlcr.ae (main) and www.xlcruae.com (performance), ensuring optimal functionality and user experience.
- Handle IT tasks, including PC setup for new brokers, technical fixes, and domain management, ensuring smooth operations.
- Manage CRM systems, overseeing setup, integrations, pipeline management, and in-house technical support.
- Conduct comprehensive performance analyses, assessing metrics such as CPL, reach, impressions, CPC, CPM, video views, and ad recall lift.
- Perform weekly performance analysis and reporting, providing insights to inform decision-making.
- Design graphics for performance campaigns and lead corporate website development projects, rebuilding from scratch with functional search functions and custom post types.

Sept 2021– Sept 2022

Online Marketing / Performance Marketing Specialist (Real Estate - eComm) (Dubai, UAE)

Haus & Haus – <https://www.hausandhaus.com> [Dubai, United Arab Emirates]

Industry	Real Estate (Property Management)
Specialization	Real Estate Broker/Agency
Role	Account Management
Position Level	Full Time

- Creating performance campaigns that generate leads
- Drive campaigns from planning to execution and beyond to meet key performance metrics
- Constantly optimize marketing activities to improve return on investment
- Allocate budgets and analyze and recommend modifications to ad spends
- Collaborate with marketing teams to guide A/B creative tests, incrementality tests, and spend scaling tests on campaigns to identify what works best
- Test new channels and trends for performance campaigns.
- Optimize marketing budgets to maximize Cost per Acquisition (CPA) and efficiently scale new customers
- Tracks CPM, CPC, CPA, CPL, ROAS, and CAC on paid ads.
- Ultimately demonstrate marketing campaigns are generating an ROI
- Managing PPC, social media and display ads all inhouse
- Tracking and monitoring leads, ensuring they reach their destination
- Maintain a plan of action for SEO across our group websites, including campaign briefing summaries.
- Maintain reporting on all performance and search activity, which updates your business stakeholders on trends and ROI
- Contribute to team meetings with ideas and suggestions to create award winning and effective campaigns
- Collaborate with Creative Director and/or Graphic Designer to produce final designs for any supporting artwork or page design
- Collaborate with our in-house Copywriter to optimise online content (organic & paid)
- Coordinate with outside agencies as necessary
- Tasks tracking using teams task management tracker Monday.com
- Reviewing and analysing company websites for areas that can be improved and Optimized, including error fixes, website migration, and IT.
- Communication and coordination with website developers if their involvement is needed

- Constantly working on link building and viral strategies to increase website visibility and organic traffic
- Constantly identifying powerful keywords; guidance for content creation, to drive the most valuable traffic
- Ensure that my role doesn't stop at driving leads. Ensure the handover of lead management to brokers is coordinated and I am involved with broker feedback
- Create and maintain an ongoing CRO (conversion rate optimisation) roadmap, which tracks what changes drive best results.
- Adhoc task on planning and executing Email and SMS shots for offplan campaigns after prior approval from Directors.
- Create Landing pages for performance campaigns
- Experienced on multilingual campaigns: Russian, Czech, Spanish, German, Portuguese, and English.
- **Generated more than AED 140 Million in Gross Property Sales Value with 40-50% lead qualification ratio.**
- **Websites:** www.hausandhaus.com, www.hausandhaus.holidays.com, www.breathemaintenance.com, www.hausandhaus.digital (performance lead gen)

Mar 2021– Sept 2021

SEO & Performance Specialist (Real Estate - eComm) (Dubai, UAE)Haus & Haus – <https://www.hausandhaus.com> [Dubai, United Arab Emirates]

Industry	Real Estate (Property Management)
Specialization	Real Estate Broker/Agency
Role	Account Management
Position Level	Full Time

- SEO/SEM Strategy, Implementations and support as per standard Google guidelines.
- Reports to Director of Marketing & Strategy for SEO / SEM / SMM suggestion and traffic improvements.
- Website Auditing and Analysis with standard SEO/SEM Tools
- Liaising with third-party contractors for website UX and SEO technical development.
- Working with creative team to produce SEO Optimised and Paid Ads page copies.
- Competitor snipping and analysis to keep up with top keywords and monitor ranking and organic exposure.
- Regular research on key trending topics relating to Real Estate and Dubai Lifestyle for content creation.
- Keyword Tracking and Improvement.
- Developed link building strategy to increase referrals and organic traffic ei email outreach for link building strategy
- Stablished SEO & Paid Ads Performance KPIs for the company as per best practices.
- Daily website review with marketing team, UX, SEO, traffic engagement and conversions.
- Recommends SEO Website risk and issue fixes for all Haus & Haus websites.
- Create customized SEO Dashboard for certain internal stake holder's ei Creative, Management, and Marketing.
- Keyword research for Google Ads, SEO, and Trends.
- Google Suite Products: Search Console, Google Tag Manager, Google Analytics, Optimized AB/Multivariate Testing, Data Studio Reporting
- Guide third-party developers to create SEO based site architecture for new website projects.
- Optimize website content, landing pages and paid search copy.
- Manage, review, and perform daily account responsibilities associated with Google Ads.
- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score, cost per lead, CTR and other important performance metrics.
- Manage the creation of large keyword lists.
- Keep pace with SEO and PPC industry trends and developments.
- Research and analyzed competitors advertising links
- Youtube/GMB optimisation.
- Collect Weekly/Monthly data and report on traffic, rankings and other SEO, SEM, SMS, EDM aspects with Google Sheets/ Data Studio. Monitor End-to-End Performance reports
- In-house Leads Performance Management and External performance agency Lead performance audit using CRMs ei noCRM.io & REAPIT (RPS).
- OneSignal Push Notification Integration.
- Zapier Workflows Creation
- Facebook, LinkedIn Ads, and SMS Blast management.
- Website development task, Domain setup
- Conversion Rate Optimisation (CRO), Landing Page designs using tools ei DIVI & Elementor, Canva, and Adobe Photoshop

Apr 2018– Mar 2021

SEO Specialist (Enterprise Websites) (Dubai, UAE)ITP Media Group – <https://www.itp.com/> [Dubai, United Arab Emirates]

Industry	Media (Publishing, IT)
Specialization	IT/Computer - Publishing
Role	Account Management
Position Level	Full Time

- Liaising with internal teams to ensure strong and prompt delivery of SEO strategic plans
- Developing a system to experiment with SEO changes and track performance and effectiveness
- Staying one step ahead and researching updates from all the major search engines
- Monitoring and tracking the position of keyword rankings in SERP's and reacting to them in order to maintain our market leading positioning
- Research topics and trending content for our news and social media pages to engage and inform our audience
- Pursuing and developing our link building strategies
- Liaising with the web publishing team to develop and optimize content to increase exposure on SERP's
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Daily Monitoring on SEO softwares to ensure we are on top on most search results.
- Drupal based SEO optimization for publishing media outfits
- AMP and Schema Optimisation and coding
- Manages Push Notification for for ITP Titles
- Seasonal trend analysis, pivot tables, moving average analysis, organic traffic forecasting,
- Train digital/editorial staff on key SEO Strategist that offers value to our assets..
- Developed SEO Manual for Digital Team and Editorial team.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords
- Manage Google Publisher Accounts for ITP Titles.
- Image removals / reputation management
- Adhoc task ei SEO Client Audit, Data Gathering and Analysis, Youtube Video Optimisation, Facebook ads. Inbound digital

- marketing
- Work for ITP titles - Time Out GCC (Dubai En/Ar, Abu Dhabi, Sharjah, Muscat, Bahrain, Doha, Riyadh, Jeddah), Cosmopolitan, Grazia, Shortlist, Conde Nast Traveler, Esquire, ITP.net, MEP Middle East, Ahlan!, Spinneys Dubai.

Feb 1 – March 31
2018
(2 months)

SEO Specialist (SME) (Bangkok, TH)

Content SME IT Co Ltd – <http://www.contentsme.com.au/> [Huay Kwang, Bangkok, Thailand]

Industry Consulting (IT, Science, Engineering & Technical)
Specialization IT/Computer - Software
Role Account Management
Position Level Full Time Provisional
Monthly Salary

- Completing SEO audits, providing improvement recommendations and managing the offsite SEO efforts for our suite of clients.

Feb 2017- April
2020
(3yrs 2 month.)

SEO Manager (Freelance)

Marketing Lab Pty Ltd

Industry Consulting (IT, Science, Engineering & Technical)
Specialization IT/Computer - Software
Role Account Management
Position Level Full Time Contract
Monthly Salary \$\$\$\$\$

- Managed More or Less 20 SEO local and global clients, ranked sites on top 1 on multiple keywords low comp and high comp., analysed websites onpage and implement analysis.
- Do SEO forensics on anomalous traffic results. Hire/Interview SEO specialist for man power.
- Analysed comp backlinks for future linkbuilding.
- Create a gameplan for each client. Managed content team and seo backlink specialists. * Managed private blog network, from domain acquisition, wp installation and seo hosting, plus monthly index/seo matrix analysis.
- Harvest contents from expired domains as well as getting content from other outsourcing providers.
- Create monthly reports on SEO Performance from GS and GA.

Jun 2013 - Jan 2017
(3 years 8 months)

Head of SEO and Content (Full time)

Online Digital Support Co (Ozamiz, PH)

Industry Consulting (IT, Science, Engineering & Technical)
Specialization Digital Marketing
Role Management
Position Level Manager

- Define the goals, core strategies and most efficient tactics to drive cost-effective acquisition and retention for our core subscription business
- Partner with the Creative, Brand, and Content to ensure your strategies and plans build on and leverage the integrated marketing strategy.
- Devise a SEO strategy and work with cross-functional teams to execute programs that drive high-quality organic traffic.
- Work with Engineering to implement changes on the site ranging from landing pages to ensure strong conversion, to on page SEO strategies
- Develop a team, across both internal talent and external agencies to deliver business results, making a judgment call on what is best managed in-house vs. externally.
- Develop integrated marketing plans and programs that fuel customer discovery, interest, engagement and retention.
- Budget effectively across your channels, track marketing and keep track of CAC and ROAS
- Grow and improve performance across marketing channels through development, implementation and optimization of creative campaigns.
- Build and execute a digital testing roadmap across messaging, creative and audience using historical data as a guide.
- Support the business by reporting on existing KPIs and identifying future growth opportunities via data insights and analyses.
- Nurture and mentor a talented set of direct reports to maximize their own potential
- *Perform keyword research
- PPC Adwords and Facebook Ads management

May 2011 - Jun 2013
(2 years 1 month)

SEO/SMM Specialist VA (Full time)

AYB LLC

Industry Consulting (IT, Science, Engineering & Technical)
Specialization Marketing/Business Development
Role Market Research
Position Level Junior Executive

*Perform keyword research in coordination with client business objectives to optimize existing content and uncover

new opportunities *Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages *Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific *Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers) *Develop and implement link building campaigns *Develop, manage and execute communication/content strategies via social communities in coordination with client goals *Implement and administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) *Monitor and evaluate search results and search performance across the major search channels in order to improve rankings *Research and administer social media tools in support of clients' social media strategy *Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies *Communication to team and management on project development, timelines, and results

Jun 2010 - May 2011
(11 months)

Online Marketing Assistant (Full time)
NetWeblogic | Northern Mindanao, Philippines

Industry
Specialization

Role
Position Level

Call Center / IT-Enabled Services / BPO
IT/Computer - Network/System/Database
Admin
Project Management
Junior Executive

Key Functional Areas of Responsibility

* Marketing and blogging tasks : Article marketing, social bookmarking and many more. * Search Engine Optimisation * SenukeX Operation * Social Media Marketing * Google Analytics * Software Language Translation * Keyword Analysis * Article Spinning (60-70%)Highly Readable
- Article Submissions - Directory Submissions – Blogging - Blog Commenting - Answer sites

Nov 2009 - Jul 2010
(8 months)

Odesk Freelancer
ODESK.com/UPwork.com | Northern Mindanao, Philippines

Industry
Specialization
Role
Position Level

Call Center / IT-Enabled Services / BPO
Marketing/Business Development
Business Development
Manager

Key Functional Areas of Responsibilities

May 2010 - Jul 2010 -Set up Traffic Program
May 2010 -Video producer & marketer
Apr 2010 - May 2010 -4 SEO Article/Press Releases
Apr 2010 - May 2010 -Article & blog writer
Apr 2010 - May 2010 -Yahoo Answers Posting
Apr 2010- Article and press release writer
Apr 2010 -Content Writing Small Kitchen designs
Apr 2010 -10 articles on DIY solar energy
Feb 2010 - Sep 2010 -Web, Blog and Article Copywriter/Ghostwriter Needed

Jan 2010 - Article Writing
Dec 2009 - Feb 2010 -Video creation and marketing
Dec 2009 -4 Flash Videos 1 to 3 minutes each
Dec 2009 -Article Writer
Nov 2009 - May 2010 -Writer for UAW 500 words
Nov 2009 - Dec 2009 -Video creation and marketing
Nov 2009 - Dec 2009 -Articles - Technology Related
Nov 2009 -Article Writer UAW

Mar 2008 - Jun 2008
(3 months)

Metallurgical Engineer Apprentice
APEX MINING CORPORATION | Maco, Compostela Valley, Mindanao, Philippines

Industry
Specialization
Role
Position Level

Mining
Metallurgy/Mineral Processing
Metallurgical Intern
Trainee/Intern

Key Functional Areas of Responsibility

- The regular activities may include documenting the work, operating the lab mixtures, preparing for testing, activation of specimens, assisting the senior engineers, daily sampling, metallurgical calculations, grade recovery

Education

2013

Misamis University
Masters in Business Administration | Philippines
Major Management
CGPA Incomplete (12 Units)

2010

Mindanao State University - Iligan Institute of Technology
Bachelor's Degree in Engineering (Material Science) | Philippines

Major
CGPA

Metallurgical Engineering
80.0/100

Skills

Video Editing, Article Writing and Marketing, Internet Marketing, MS Office, MS Visio, MS Publisher, Adobe Photoshop CS4, Seo, After Effects, SenukeXCR, ScreamingFrog, IBP, Market Samurai, Magic Submitter, SEMRUSH, Xenu, Majestic, Ahref, Cognitive SEO, ProRank Tracker, Google Analytics, WebMasters Tool, Adsense, Facebook Marketing, Twitter, Youtube, TubeMogul, Spinning Tools, Team Lead, graphics, Some level of understanding of CSS and HTML, basic edits in Dreamweaver/NVU, Google places set up, Wordpress, Joomla, Kajabi, Understanding of various server platforms including Cpanel, webmaster tasks as needed on a daily basis, Optimizpress experience, Affiliate marketing (Clickbank, Amazon, CB, etc), Adwords keyword research Open Office, Corel Paint Shop Pro X, CorelDraw X3, Vegas Movie Studio, PowerDirector, Apple Final Cut Pro, Sony Acid Music Studio, Sonic Acid

Foundry, Sketchup, Autodesk 3dsmax, Mobile Marketing, SMS Marketing, Email Marketing via Integrated Interest Platform.Optimized AB Testing, LeadPages, Unbounce.

More about me:

Digital Marketing, Performance, SEO, and Web Development Can juggle between multiple projects, have the ability to prioritize, meet deadlines and be adaptable and focused. CONSISTENT *Keeps appointments *Speaks, writes and understands English. *Self-motivated *Able to take directions and work directly with C-Level management *Punctual with respect to deadlines *Able to follow through from concept to completion with very little oversight by management. * Able to grasp marketing concepts and take creative direction when needed. *Willing to learn and continually improve my skills *Have resume/portfolio and willing to be interviewed. *Go above and beyond the call of duty and takes charge of your projects. *Quick thinker and problem solver. *Does not need much supervision and can be trusted to work without constant oversight. *Can handle a team of qualified marketing tech specialists.

Have previous experience with Python and R programming for Data Analysis. PBN Setup / WP Design (elementor), Expired Domain search/Expired content/Link Authority. Drupal/Wordpress SEO optimization for media publishing companies. Pushpad Notifications integration on wp using firebase and management.*Enterprise Website experience. *Google / Facebook ads optimization and Lead Generation. Uses Elementor/Divi builders for performance landing page creation. Knows very well conversion rate optimization for landing pages to generate qualified leads.

Tools/CMS: Zapier, Gupshup, Whatsapp Integrator, Search Console, Google Analytics, Google Tag Manager, Google Ads, Facebook Ads Manager, LinkedIn Ads Manager, Unbounce, Leadpages, Integrated Interest Email, AHref, Semrush, Screamingfrog, AWRanking, Cognitive SEO, BuzzSumo, Xenu, Long Tail Pro, SENuke SCR, Moz, and Majestic SEO. Experience in various CMS and CRM - wordpress, joomla, drupal, wix, bigcommerce, woocommerce, noCRM.io, and Reapit.

Expected Salary: AED 20,000 – 25,000