

# NORRIS DELOS SANTOS

DIGITAL MARKETING | AD OPERATIONS

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norrisedelossantos.com 

Central Luzon, Philippines 

Marketing professional with over 6 years of experience in digital advertising operations servicing various industries. Seeking a dynamic role where I can apply my expertise in leadership, data-driven decision making, cross-channel management, and emerging trends to deliver measurable business results.

## WORK HISTORY

### Digital Marketing Specialist / Consultant Independent Contractor (Freelance)

09/2023 - Present

I take on contract based projects where I am responsible for digital media buying including strategies, analysis, budget optimization, monitoring & reporting.

### Digital Manager / Acting Digital Team Lead PHD Media Network (Omnicom Media Group)

08/2022 - 05/2023 - Makati City

I oversee campaigns for both global and local accounts. I directly communicate with clients and third party providers to create a seamless end to end planning and execution. Worked with management and finance teams to ensure business continuity.

### Senior Performance Marketing Specialist Kaliber Performance Marketing

03/2022 - 06/2022 - Singapore (Remote)

I have handled campaigns mostly within the Google environment. I have been involved to interpret complex data to make informed decisions to reach optimal conversion rates and ROI. As a senior member of the team, I have also worked with the management to improve day to day operations.

### Ad Operations Supervisor

#### SQREEM Technologies

06/2018 - 03/2022 - Quezon City, NCR

Supervised a team of unit heads and specialists managing campaigns and projects within US/EMEA/APAC. Using the company's proprietary technology as well as integrating them through platforms such as programmatic, Google Ads, and facebook ads manager, I have helped deliver high impact results. Won at the Drum Awards in 2021.

### Head of Advocacy & Digital Marketing Center for Strategic Reforms of the Philippines

08/2017 - 05/2018 - Quezon City, NCR

I have introduced and integrated various marketing communication plans to effectively promote the NGO's advocacies both online and offline. Through my management, I have increased organic social media traction by more than 100% establishing a new milestone for the organization.

*\*Additional employment history information (2013 - 2017) may be supplied upon request.*

## EDUCATION

### Far Eastern University

#### Bachelor of Arts Major in Mass Communications '13

Nicanor Reyes St., Sampaloc, Manila

Related Coursework: Advertising, Public Relations, Drama and Theatre Arts, Journalism, Radio and Television Production, Photography, Film Production, Broadcasting, Communication Research

## TECHNICAL SKILLS

- **Campaign Management** (Facebook Ads Manager, Programmatic via DV360 and The Trade Desk, Google Ads).
- **Experienced in end-to-end Advertising and Marketing jobs.** (Account Management, Planning, Execution, Optimization, Reporting)
- **Basic HTML/CSS.**
- **Social media interaction.** Creates and executes content strategies; enhances brand image through social media presence; familiar in using platforms such as WordPress, MailChimp, HootSuite & TweetDeck.
- **Creative writing** (Script, Copy, Features).

## SOFT SKILLS

- **Leadership skills:** manages conflict; helps team players and lead team to achieve best goals; measures team results
- **Planning and organization:** identifies goals and deliverables; thinks critically to achieve objectives.
- **Adaptability and multi-tasking:** A flexible team player; effectively prioritizes and juggles projects.
- **Passion for knowledge:** actively pursues new learning experiences.
- **Communication:** listens; openly expresses ideas while being sensitive to a diverse workforce; provides and asks for feedback; offers well-thought-out solutions.

## LICENSES & CERTIFICATIONS

Meta Blueprint Certification Analytics 2019  
X Ads Academy / Twitter MARKETING Magazine

Digital Marketing  
Hubspot

Digital While Distancing: A  
Webinar Series  
Oracle

Search Certification  
Ads Display Certification

Business Etiquette Training  
Leadership Training Course  
Advanced Learning Programs

Programmatic Principles  
Targeting Management  
Optimization & Strategy  
The Trading Academy