

BILLY JOHN CRUZ

DIGITAL MARKETING & CRM SPECIALIST

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PROFESSIONAL SUMMARY

Digital Marketing and CRM Specialist with experience across email marketing, lifecycle automation, web content management, SEO, analytics, and digital operations. Hands-on experience with Salesforce Marketing Cloud, Marketo, Klaviyo, Ampliance CMS, GA4, HTML email development, campaign deployment, and audience segmentation. Brings an Information Technology background to marketing execution, with a strong focus on connecting content, customer journeys, systems, and measurable business outcomes.

CORE SKILLS

- Email Marketing & Lifecycle Automation
- Audience Segmentation & A/B Testing
- Ampliance CMS & Digital Asset Management
- HTML, CSS & Basic JavaScript
- CRM & Customer Journey Management
- Responsive HTML Email Development
- SEO & Google Analytics 4
- Content Creation, Canva & Adobe Premiere Pro
- Klaviyo, Salesforce Marketing Cloud, Marketo, HubSpot, Mailchimp, GoHighLevel
- Web Content Management & Digital Publishing
- Campaign QA, Deployment & Deliverability
- Cross-functional Digital Operations

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING & CONTENT SPECIALIST | *BoConcept* | Mar 2024 – Present

- Manage global web content across 19 languages and more than 1,000 pages using Ampliance CMS.
- Optimize website and store content for SEO, accuracy, search visibility, and customer experience.
- Perform content QA, proofreading, UX checks, and publishing support ahead of major marketing launches.
- Maintain product, store, and digital asset data using Relewise, STEP, Aprimo DAM, and Swagger.
- Use GA4 content performance data to support optimization decisions and coordinate digital improvements with marketing, IT, and product teams.
- Manage marketing-related ServiceNow requests and workflow automation using ChatGPT.

CONTRACT PROJECT — FUNNEL & LIFECYCLE OPTIMIZATION | *SMT Group* | Nov 2025 – May 2026

- Engaged on a contract project focused on improving the customer funnel through lifecycle email, automation, segmentation, and campaign execution.
- Built and managed automated sequences including welcome, abandoned-cart recovery, and post-purchase journeys.
- Segmented audiences using customer behavior and engagement signals to improve targeting and personalization.
- Wrote conversion-focused email copy and optimized subject lines, campaign structure, and messaging.
- Monitored campaign performance and used A/B testing and analytics to identify optimization opportunities.
- Managed email marketing workflows across Klaviyo, Mailchimp, and GoHighLevel while supporting list health and deliverability.

EMAIL MARKETING SPECIALIST — MICROSOFT ACCOUNT | *Tech Mahindra (SMCS Microsoft)* | Aug 2023 – Dec 2023

- Developed and deployed responsive HTML email campaigns for global Microsoft markets.
- Built automated journeys and scheduled multi-region campaign deployments.
- Used Salesforce Marketing Cloud and Marketo for campaign management and audience segmentation.
- Executed A/B testing to analyze user behavior and optimize campaign performance.
- Maintained brand consistency and deliverability across global deployments.
- Supported targeted B2C and B2B campaigns focused on engagement and retention.

GAME SPECIALIST | *IGG Philippines Inc.* | 2021 – 2023

- Managed issue escalation and QA testing for game releases, supporting product stability before global deployment.
- Collaborated with marketing and product teams on player engagement initiatives, in-game events, and promotional campaigns.
- Created promotional and event visuals and supported player communications.
- Conducted pre-release testing and coordinated feedback with developers to improve user experience.

ESCALATION SUPPORT SPECIALIST | *TELUS International* | 2018 – 2021

- Handled escalated customer cases with a focus on process improvement and effective resolution.
- Created reporting workflows and coordinated communication between client and support teams.

EARLIER TECHNICAL EXPERIENCE

NBN Helpdesk Support — *TPG Telecom* (2021)

- Network and customer support via email and chat; assisted with home network setup and connectivity issues.

Google Hardware Tech Support — *Sykes Asia Inc.* (2017 – 2018)

- Post-sales technical support, logistics, device replacement, and troubleshooting.

Technical Solutions Engineer — *Shore Solutions Inc.* (2014 – 2017)

- Remote IT troubleshooting, system setup and repair, email client configuration, backups, VPN, WAN/LAN support.

SELECTED PROJECTS

BRIMZONE — Digital growth and consulting operation connecting marketing, CRM, web, automation, and internal systems.

PORTFOLIO & CASE STUDY SYSTEM — Built a personal digital portfolio and public case-study experience to demonstrate marketing systems, analysis, and execution.

EDUCATION

- B.S. Information Technology — Global Knowledge Academy, 2009 – 2011
- B.S. Mechanical Engineering (Undergraduate) — Pangasinan State University, 2006 – 2009

CERTIFICATIONS & TRAINING

- TESDA Web Development Certification
- DICT Social Media & Digital Marketing Certification
- Computer Systems Servicing Training
- Computer Hardware Servicing NC II