

BILLY JOHN CRUZ

DIGITAL MARKETING & CRM SPECIALIST

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PROFESSIONAL SUMMARY

Digital marketing and CRM professional with an Information Technology background and hands-on experience across email marketing, CRM, web content, SEO, analytics, and digital operations. Experienced in building and executing customer-focused campaigns, managing digital content and platforms, analyzing performance, and improving marketing processes across global and multi-market environments. Combines technical problem-solving with marketing execution to connect content, customer journeys, data, and systems. Experienced with platforms including Salesforce Marketing Cloud, Klaviyo, Marketo, HubSpot, Amplience, Google Analytics, and related marketing technologies, with growing expertise in project management, AI, and workflow automation.

CORE SKILLS

- Digital Marketing & Campaign Execution
- Email Marketing & Lifecycle Automation
- CRM & Customer Journey Management
- Audience Segmentation & A/B Testing
- SEO, Google Analytics 4 & Digital Performance Analysis
- Web Content Management & Digital Publishing
- Responsive HTML Email Development
- Campaign QA, Deployment & Deliverability
- Amplience CMS & Digital Asset Management
- Content Creation, Copywriting & Creative Production
- HTML, CSS & Basic JavaScript
- Cross-functional Digital Operations & Process Improvement
- AI & Workflow Automation
- Project Coordination & Execution

PROFESSIONAL EXPERIENCE

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

- Manage global web content across 19 languages and more than 1,000 pages using Amplience 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.
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EARLIER TECHNICAL EXPERIENCE | TPG Telecom | Sykes Asia Inc. | Shore Solutions Inc. | 2014 – 2021

- NBN Helpdesk Support — network and customer support via email and chat; assisted with home network setup and connectivity issues.
- Google Hardware Tech Support — post-sales technical support, logistics, device replacement, and troubleshooting.
- Technical Solutions Engineer — remote IT troubleshooting, system setup and repair, email client configuration, backups, VPN, WAN/LAN support.

TECHNOLOGY & PLATFORMS

CRM & Marketing Automation: Salesforce Marketing Cloud, Salesforce/Pardot, Klaviyo, Marketo, HubSpot, Mailchimp, GoHighLevel, n8n

Analytics, Advertising & SEO: Google Analytics 4, Google Ads, Meta Ads, Semrush, Ahrefs

CMS, DAM & Product Data: Ampliance CMS, Ampliance DAM, Aprimo, STEP Database, Relewise, Swagger

Operations & Support: ServiceNow, Celigo, Google Workspace

Web & Creative: HTML, CSS, basic JavaScript, Canva, Adobe Premiere Pro

CERTIFICATIONS & TRAINING

Google Analytics Certification (2026) — Skillshop | Valid September 15, 2026 – September 15, 2027

Google Ads Measurement Certification — Skillshop | Valid September 10, 2026 – September 10, 2027

DigitalJobsPH Online Training for Freelancing and Social Media Marketing — Certificate of Attendance | ICT Literacy and Competency Development Bureau, Department of Information and Communications Technology | April 17, 20, 22, 24, 27, 29 & May 1, 2020

TESDA Web Development Certification

DICT Social Media & Digital Marketing Certification

Computer Systems Servicing Training

Computer Hardware Servicing NC II

EDUCATION

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

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.

PROFESSIONAL DEVELOPMENT

- Project Management — developing capability through structured learning and practical application.
- AI & Automation — building hands-on capability through personal AI-agent and workflow-automation projects.
- Digital Marketing Learning — ongoing professional development through industry research, platform resources, certifications, experimentation, and marketing thought leadership.