

JOHN IBASCO

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Result-oriented, aspiring digital marketer with a strong passion for driving business growth. Certified in multiple digital marketing disciplines with hands-on experience launching and growing an apparel E-commerce brand.

Proficient in **branding, graphic & web design, paid social ads, copywriting,** and **social media management,** dedicated to delivering impactful campaigns and optimizing digital strategies for maximum ROI.

CORE COMPETENCIES AND ACHIEVEMENTS

- Successfully launched and managed a personal apparel E-commerce brand, leveraging my expertise in digital marketing, web design, and paid social ads. Within just two months, the project generated \$18,625 in revenue, showcasing my ability to drive tangible business growth with limited resources.
- Managed a high-performing team of 10 employees as a Logistics Manager, fostering a collaborative environment and driving them to exceed productivity targets.
- Analyzed operational metrics and KPIs, identifying areas of improvement and implementing data-driven strategies that resulted in a 30% decrease in returns, improving revenue within six months.

SKILLS

- Facebook & Instagram advertising • Social Media Management • Google advertising
- Graphic design • Web design • Microsoft Suite (Word, Excel, Powerpoint)
- Shopify CRM • E-commerce management • copywriting

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Northginza.com

Personal Project, Specialty Apparel Brand

January 2022 - May 2023

- Strategically executed and optimized \$5,963 of campaign ad spend on platforms like Facebook and Instagram, resulting in 179 orders and \$18,625 in revenue.
- Utilized data-driven insights and analytics to refine targeting, optimize ad spend, and drive an AOV 30% higher than the industry average within 2 months.
- Successfully managed social media, mainly Facebook & Instagram, consistently posting engaging content and growing the brand's online presence.
- Implemented email marketing campaigns, via the Loox app in Shopify. Resulting in a 24% feedback collection rate, which resulted in 73 reviews out of 293 total orders.

- Directed a team of 10 employees in a fast-paced logistics environment, overseeing receivers, shippers, and inventory clerks, and ensuring successful order fulfillment.
- Maintained effective communication with suppliers, vendors, and truck drivers to streamline supply chain operations and ensure timely delivery of goods.
- Developed and implemented operational strategies using ERP software to optimize and streamline daily tasks and improve efficiency
- Reported on key operational metrics and KPIs to upper management, providing insights for data-driven decision-making and process improvements.

EDUCATION

Bachelor in Information Technology
Southwestern University 2009-2012

CERTIFICATIONS

Facebook Marketing - Hubspot
Google Analytics Certification - Skillshop
Google Ads Search Certification - Skillshop
Google Ads Display Certification - Skillshop

TOOLS

Meta ads manager • Google Ads & Analytics • Adobe Photoshop & Lightroom • Shopify CRM • Webflow
Canva • Chat GPT • Microsoft Office • Google Workspace

VOLUNTEER WORK

Clean City Volunteer | City of Brampton (03/2022 - 05/2022)

INTERESTS

Vegetable Gardening
Currently growing tomatoes, peppers, okras, & other vegetables.

www.johnibasco.com/about-me-cv#Personal