

## JOHN IBASCO

### Founding Marketer

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## PROFESSIONAL SUMMARY

Results-driven digital marketer with expertise in go-to-market strategies for SaaS and marketplace solutions. Proficient in PPC (Google Ads, YouTube, Shopping, GDN) and Paid Social (Meta Ads). Skilled in campaign execution, content strategy, and cross-functional collaboration to maximize ROI and drive user acquisition.

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## CORE COMPETENCIES & ACHIEVEMENTS

- Led cross-functional collaboration among designers, content creators, and advertisers, ensuring seamless campaign execution aligned with client goals.
  - Generated 50+ B2B user signups for a pre-PMF SaaS & Marketplace through GTM strategies and sales territory planning.
  - Launched and managed a personal apparel e-commerce brand, driving \$18,625 in revenue within two months through digital marketing, web design, and paid social ads.
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## SKILLS & TOOLS

**Digital Marketing:** Google Ads, Meta Ads, SEO, Copywriting, Email Marketing

**Project & Team Management:** Trello, ClickUp, Google Workspace, Microsoft Suite

**Design & Web:** Shopify, Webflow, Canva, Adobe Photoshop

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## PROFESSIONAL EXPERIENCE

### Freelance Marketer

*Storetasker | June 2024 - Present*

- Led marketing initiatives for clients in the cannabis industry, managing project goals, timelines, and budgets.
- Streamlined workflows using Trello and ClickUp, enhancing team efficiency and campaign execution.
- Facilitated collaboration between designers, content creators, and advertisers to deliver high-performing marketing campaigns.

### Founding Marketer

*Poof Technologies | Sep 2023 - June 2024*

- Developed GTM strategies for a B2B SaaS and marketplace solution, aligning marketing with product development.
- Conducted market research to refine messaging and target customer personas effectively.
- Built and managed a lean team of marketing freelancers for execution.
- Created sales enablement materials, including competitive analyses and product spec sheets.

### **Digital Marketing Specialist**

*Northginza (Personal Project) | Jan 2022 - May 2023*

- Managed \$5,963 in ad spend, generating 179 orders and \$18,625 in revenue via Meta Ads.
- Optimized targeting and ad creatives, increasing AOV by 30% above industry average.
- Implemented email marketing campaigns through Shopify's Loox app, achieving a 24% feedback collection rate (73 reviews from 293 orders).
- Grew social media presence through strategic content and engagement.

### **Logistics Manager**

*Robert Transportation | Jan 2020 - Mar 2023*

- Led a team of 10 in a high-paced logistics environment, ensuring smooth supply chain operations.
- Optimized inventory management using ERP software to improve operational efficiency.
- Provided KPI reports and operational insights to upper management for strategic decision-making.

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## **EDUCATION & CERTIFICATIONS**

### **Bachelor in Information Technology**

*Southwestern University (2009-2012)*

#### **Certifications:**

- Google Analytics, Google Search Ads, Google Display Ads
- SEO & Social Media Marketing (HubSpot)