



# Vincent Anildes

vincent@anildes.com |   | English Native Speaker | anildes.com

Technical PPC specialist with a proven track record of transforming underperforming campaigns through advanced tracking implementation and data-driven strategies. Consistently deliver exceptional results across diverse industries.

## Selected Case Studies

---

### Summer Breeze Ceramic Coating & Mobile Detailing

[summerbreezeceramiccoating.com](http://summerbreezeceramiccoating.com)

- **Challenge:** After failing to achieve results with five previous marketing agencies, the client sought a new strategy.
  - **Solution:** Implemented comprehensive PPC management and advanced tracking solutions.
  - **Results:**
    - Delivered the **most profitable year in company history** during tenure as ad manager.
    - **Reduced** cost per click by **66.94%** (\$0.64 from \$1.94).
    - **Increased** conversion rate by **188.16%** (from 2.08% to 6%).
    - Transitioned primary conversion event from traffic to calls, significantly improving lead quality.
    - Outperformed all previous marketing agencies across key metrics.
- Client testimonial:** "You're the first person, I will say that we feel like we're making some leeway with."

### The Old El Camino RV

[theoldelcamino.com](http://theoldelcamino.com)

- **Challenge:** Needed to increase reservation rates for a newly established RV resort.
  - **Solution:** Developed and executed a strategic Performance Max campaign.
  - **Results:**
    - Generated **3x more reservations** compared to previous months' averages.
    - **Increased** revenue by **318%**.
    - Achieved a **7.5x ROAS**.
- Client testimonial:** "So whatever you're doing is absolutely working."

### Sami Design Architecture

[samidesignarchitects.com.au](http://samidesignarchitects.com.au)

- Rebuilt and secured website, achieving minimal downtime and eliminating security breaches
- Implemented marketing automations such as notifications when an inquiry is sent through n8n
- Managed all technical aspects including hosting, domain management, and security
- Generated **high-quality architecture leads at \$70 AUD per lead**
- Generated **5.8% CTR** on Google Ads, exceeding industry benchmark
- Maintained **4.2% conversion rate** on landing pages

### Run on Water PT

[runonwaterpt.com](http://runonwaterpt.com)

- Developed and managed high-converting landing page including hosting, security, and technical maintenance
- Achieved client acquisition at **\$150 CPA**
- Achieved **\$0.25 USD cost per page like** through optimized Meta campaigns
- Generated 731 link clicks with **2.46% CTR** at **\$0.16 CPC**

### AJB Kitchens

[ajbkitchens.com.au](http://ajbkitchens.com.au)

- Reduced Facebook cost per lead to **100 AUD from 150 AUD (33.3% decrease)**
- Decreased Google Ads cost per lead to **90 AUD from 140 AUD (35.7% decrease)**
- **Increased CTR to 6.91%** from industry average of 3.17%

## Professional Experience

---

### Freelance

*Remote*

PPC SPECIALIST & WEB DEVELOPER

2022-Present

- **Managed \$100K+ annual ad spend** across **Google Ads** and **Meta** platforms for diverse clients, consistently delivering ROAS improvements.
- **Developed** and **optimized high-converting landing pages** and websites, ensuring seamless user experiences.
- Implemented server-side tracking (SGTM) and advanced analytics solutions, including GA4, Plausible, and Umami Analytics.
- Automated workflows using n8n for efficient marketing processes and client notifications.
- Designed and executed multi-channel PPC strategies tailored to various industries, achieving significant cost reductions and increased conversions.
- Conducted comprehensive keyword research and competitor analysis, providing actionable insights for optimization.
- Led client communication and project management, coordinating with third-party vendors and stakeholders.
- Managed crisis response for account issues and technical emergencies, ensuring minimal downtime.

### Tangy Digital - Digital Marketing Agency

*Remote*

PAID MEDIA SPECIALIST

2021-2023

- Optimized Google and Facebook ad performance using data-driven strategies, resulting in improved ROI for clients.
- Developed and enhanced landing pages on **WordPress** and **Go High Level**, integrating HTML, JS, and CSS for optimal user engagement.
- Integrated analytics and tracking systems for accurate performance measurement, utilizing **GTM** for comprehensive conversion tracking.
- Created marketing materials and campaign assets, collaborating with cross-functional teams to align objectives.
- Worked closely with QA teams to ensure all deliverables met agency standards, maintaining high-quality output.

## Professional Experience Continued

---

### Adamant Finance

*Remote*

2020-2021

COMMUNITY & CONTENT MANAGER

- Developed and managed social media strategy across multiple platforms
- Created technical educational content and articles for Medium publication
- Grew and managed community of 50,000+ members across Discord and Telegram
- Established brand voice guidelines and community moderation protocols
- Led community engagement initiatives resulting in 200% growth in active users
- Coordinated with development team for product updates and announcements
- Created comprehensive documentation and educational materials

### Eyereturn Marketing

*Toronto, Canada*

2019-2020

MARKETING SPECIALIST

- Analyzed campaign performance data to optimize delivery and ROI
- Developed client presentations and campaign performance reports
- Created strategic marketing materials for client pitches
- Implemented tracking solutions for campaign measurement
- Maintained relationships with media partners and vendors

### Boracay Coco English Academy

*Aklan, Philippines*

2018-2019

MARKETING MANAGER

- Developed comprehensive social media and content strategy
- Created and managed organic content across multiple platforms
- Built and optimized WordPress website for lead generation
- Managed digital brand presence and reputation
- Coordinated with teachers for content creation
- Established social media guidelines and best practices

### Panay News

*Iloilo, Philippines*

2017-2018

MARKETING INTERN

- Designed and developed dynamic news website using WordPress
- Created digital marketing assets for online and print campaigns
- Conducted market research and competitor analysis
- Assisted in social media content creation and management
- Implemented basic analytics tracking
- Supported marketing team with campaign reporting
- Gained hands-on experience with digital marketing tools

## Education

---

### Central Philippine University

*Iloilo, Philippines*

2013 - 2017

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN MARKETING

### Neil McNeil High School

*Toronto, Canada*

2008 - 2012

HIGH SCHOOL DIPLOMA

## Certificates

---

### Google Ads Search Certification

GOOGLE

### Google Ads Display Certification

GOOGLE

### Meta Blueprint Certification

META

## Skills

---

### Advertising Platforms & Tools

- Google Ads (Search, Display, Performance Max), Meta Ads Platform, Google Merchant Center, Google Search Console, SEMrush, Bricks Builder, Custom Tracking Solutions

### Analytics & Tracking

- Server-Side Tagging (SGTM), Browser-Side Tagging, Google Tag Manager, Google Analytics 4, Meta Pixel & CAPI, Plausible Analytics, Umami Analytics, Custom Event Tracking, Data Studio/Looker, Advanced Event Deduplication, Cross-Domain Tracking

### Campaign Management

- A/B Testing, Budget Management, Bid Strategy Optimization, Conversion Rate Optimization, Landing Page Optimization, Campaign Structure & Organization, Audience Segmentation, Remarketing Strategies, Performance Analysis, ROI/ROAS Optimization

### Technical Implementation

- HTML/CSS/JavaScript, WordPress Development, API Integrations, Marketing Automation (n8n), Server Management, Security Implementation

### Project Management

- JIRA, Linear, Client Communication, Team Collaboration, Strategy Development, Performance Reporting, Budget Forecasting, Crisis Management, Process Documentation, Stakeholder Management