

# Ezra John Gubatanga

## Digital Marketing Specialist & Web Developer

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### PROFESSIONAL SUMMARY

Digital marketing professional with a Bachelor's Degree in Digital Media & Interactive Arts with over 8 years of experience in digital marketing. Proven track record in Social Media Marketing, Graphic Design, Video Editing, Web Development, and Paid Ads (Meta Ads).

### CORE SKILLS

Social Media Marketing, Branding, Copywriting, Graphic Design, Video Editing, Web Development, and Paid Ads (Meta Ads).

### WORK EXPERIENCE

**Freelance Executive Assistant & Social Media Manager**, Local F&B Brands (Iloilo City, Philippines) 08/2023–03/2026

- Managed the social media channels of multiple local food & beverage businesses (5 food & beverage brands) operated by a high-profile family in Iloilo City, Philippines.
- Researched trending content strategies and ran low budget paid digital ads for multiple brands to help increase brand awareness and social proof.
- Led the soft opening and grand opening of their grandest food & beverage business to date, [Betty's Ilonggo Table & Bakehouse](#). Coordinated with influencers, hosts, cultural dancers, the city mayor, and other vip guests which led to a successful brand launch.
- Organized in-store product shoots to use the assets for content creation including static posts, reels, in-store menus, and billboards.

**Marketing and Communications Manager**, [Sowenscale](#) (Iloilo City, Philippines), 06/2022–03/2023

- Developed and executed comprehensive content marketing strategies for a total of 7 food and beverage brands, translating client brand visions into structured content calendars with punctual delivery timelines. (E.g. [Stella](#), [Dois](#))
- Coordinated seamlessly with clients to align on brand messaging while delivering precise, actionable creative briefs to graphic designers, ensuring absolute visual and narrative consistency across all channels.
- Managed multi-platform scheduling, proactive community engagement, and in-depth performance analytics, utilizing key metrics to dynamically adjust strategies and drive measurable brand growth.

- Awarded *The Saul Award* for demonstrating the highest professional potential among company *Tillers*, selected for exemplifying strict core values, hard work, and dedication to driving long-term organizational growth.

**Founder & Digital Marketer**, [Ezra Philippines](#), 12/2017–06/2022

- Built, launched, and operated a highly successful, independent national e-commerce brand selling organic hair growers and utilizing Facebook Ads Manager (Meta Ads) with a low overall budget spend of 200,000 pesos (~4,000 USD), scaling total revenue into millions of pesos through social media marketing and targeted paid ads.
- Created and distributed promotional visual assets, high-converting copywriting, and cross-channel content strategies across Facebook and Instagram to scale brand visibility.
- It was a highly successful venture until the major iOS privacy updates rolled out, which heavily restricted Facebook's data-tracking capabilities. Because hair growth falls into a sensitive, deeply personal care category, Meta updated its advertising policies and completely eliminated granular interest targeting for the niche—specifically removing the '**management of hair growth**' target interest that my ad sets relied on. Without the ability to accurately target our specific demographic, the cost per acquisition (CPA) soared and scaling became unviable. Recognizing this shift, I made the mature, data-driven decision to wind down operations and pivot my multi-channel management expertise full-time toward client operations.

**Founder & Web Developer**, [Eventful Wedding Pages](#), 04/2026–Present

- Utilized Claude Code, Cursor, GitHub, Vercel, Supabase, and Resend for a fully-functional B2C website that curates elegant wedding landing pages & RSVP feature for Filipino couples.

## EDUCATION

**Bachelor's Degree in Digital Media and Interactive Arts**

Central Philippine University (Iloilo City, Philippines), 06/2014–04/2020

- **Typography & Color Theory:** Understanding how to select fonts, establish visual hierarchies, and use color psychology to evoke specific emotions and ensure readability across branding assets.
- **Graphic Design:** Combining layout principles, imagery, and design elements to create clean, professional visual assets that communicate a clear message.
- **Videography & Video Editing:** The fundamentals of capturing footage, structuring visual narratives, pacing, audio syncing, and producing polished video content.
- **Animation & 3D Modeling:** Learning the principles of motion to bring static graphics to life, alongside building and manipulating assets in a three-dimensional digital space.
- **Web Design & Development:** Designing user-friendly digital interfaces (UI/UX) and

building responsive layouts that look great on both desktop and mobile screens.

- Social Media Strategy & Execution: Understanding how to package multimedia content specifically for algorithmic feed optimization, and audience engagement.

## **CERTIFICATIONS**

- Graphika Manila 2016: Conference on Creativity – Graphika
- Foundations of Digital Marketing and E-commerce – Google
- Attract and Engage Customers with Digital Marketing – Google
- Professional Civil Service Eligibility (CSE-PPT) – Civil Service Commission
  - August 2018 (12.25% passing rate)
  - Its primary purpose is to establish a roster of qualified individuals who are legally eligible for permanent appointment to both first-level and second-level positions in the Philippine government.

## **TOOLS & SOFTWARE**

CapCut Video Editor, Adobe Photoshop, WordPress, Meta Ads Manager, and Google Workspace