

# John Pascua

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## WORK EXPERIENCE

### Paid Media and Web Development Lead

*Twelverays Marketing Agency*

Vancouver, BC

Feb 2023 - May 2025

- Scaled and optimized SEM campaigns across 10+ clients, boosting MQL & SQL volume by 20% to 66% by A/B testing, bid strategy refinement, and keyword segmentation
- Created standardized SOPs for PPC campaign setup, optimization, and reporting to streamline onboarding and improve internal collaboration.
- Built 20+ Landing Pages for various clients and ran A/B tests on layout and messaging, increasing conversion rates by up 10% to 37%.
- Built and presented performance reports to clients, including decision-makers and C-level stakeholders, with a focus on clarity and actionable insights.
- Achieved consistent ROAS of 10.2+ for hospitality and accommodation clients through Paid Search campaigns when clients had an average of 0.5 ROAS.

### Paid Media Specialist

Vancouver, BC

*Twelverays Marketing Agency*

Nov 2022 - Feb 2023

- Introduced LinkedIn Ad campaigns that drove a 15% increase in qualified leads for fitness-servicing clients.
- Provided clients with regular performance updates and strategic insights, fostering strong relationships and client satisfaction.
- Reduce CPA for ecommerce brands on Meta Ads by 30% while increasing conversions through advanced targeting, copy testing, and funnel analysis.

### Product Marketing Specialist

Vancouver, BC

*KAVL Technology*

Jan 2022 - Aug 2022

- Led B2B SaaS SEM strategy (food ordering app), increasing demo bookings by 46% in under 90 days.
- Launched paid campaigns on Google Ads and Meta with a \$10,000 monthly budget each, resulting in 3,200+ new installs and a 12% spike in user-consumer registrations.
- Directed cross-functional teams through 10+ promotions, driving a 26% increase in daily active users in just 3 months.
- Crafted new brand messaging and outbound/inbound strategies, generating 2,500+ new users and a 25% boost in promotional engagement.

### Project Manager

Vancouver / Remote

*Sweet Home Vacation*

Feb 2020 - Jan 2021

- Led a product launch by training a marketing team in branding, content creation, and public relations which resulted in onboarding 60+ third-party partners, and grew organic followers by 50%
- Refreshed brand messaging and utilized UX writing to appeal towards targeted markets which resulted in an increase of online sales by 5-15%.
- Discovered customer pain points through user research insights and marketing data which resulted in implementation of persona targeted messaging in the GTM strategy.

### Digital Marketing Manager

Vancouver, BC

*Drip by Design*

Mar 2017 - Mar 2020

- Managed 12+ social media clients with core businesses in retail, wholesale, entertainment, and technology.
- Planned entire marketing, branding, and content strategies for clients which resulted in a 100% customer satisfaction and returning rate.
- Created online growth strategies for clients with a total budget of \$85,000 which resulted in a growth of 5-15% yearly revenue growth.

## EDUCATION

### Bachelors of Business Administration - Marketing Management

Vancouver, BC

*Langara College*

## SKILLS / PLATFORMS

**Platforms & Tools:** Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads, Google Analytics (GA4), Google Tag Manager, Webflow, WordPress, Semrush, Hotjar, Microsoft Clarity, Firebase

**Campaign Types:** Search, Display, Performance Max, Shopping, Remarketing, Lead Gen, Brand Awareness

**Analytics & Reporting:** Looker Studio (Google Data Studio), GA4 Reporting, UTM Tracking, Swydo