Philip Nathaniel Lendio

Leyte,Philippines | +639104448606 | phil@philnathaniel.com| LinkedIn Link | philnathaniel.com | philseo.com

EDUCATION

Visayas State University — **Baybay City, Leyte**
Science Technology Engineering and Mathematics — *Graduation Date: May 2018*

San Lorenzo Ruiz College of Ormoc — **Ormoc City, Leyte**
Bachelor in Science in Medical Laboratory Science — *Graduation Date: Dec 2022*

SKILLS & INTERESTS

Interest: **Search Engine Optimization, Meta Ads Media Buyer, n8n Automations**

Skill: Search Engine Optimization - Proficient in SEMrush, Screaming Frog, Ahrefs, Google Analytics, Google SearchConsole and High Converting Website Blogs.

Skill: Advanced Audience Targeting, Segmentation & Funnel Building Strategy & Maximizing Audience reach through 2 dollar per day facebook ads strategy for low budget and clients

Skill: Expert in Wordpress, Technical Troubleshooting , HTML, CSS.

Skill: N8N workflow automation

WORK EXPERIENCE

Pagkaon Ormoc — **Ormoc City, Leyte (Local)**
Facebook Ads Specialist | Media Buyer — *August 2025– Present*

- Launched and optimized high-converting Meta ads for local food campaigns, cutting cost per result by up to 40% and boosting weekly orders through targeted audience segmentation.
- Built and managed remarketing ads that increased repeat purchases and raised monthly revenue by 55% through custom audience targeting and tailored creative assets.
- Analyzed performance metrics and adjusted bids, creatives, and placements based on real-time data, consistently maintaining profitable ROAS and scaling winning campaigns across multiple product lines.

Torro Media – Digital Marketing Agency — **Wilmington MA, United States (Remote)**
Digital Marketing Specialist | AI Automation Specialist — *June 2024 – Present*

- Spearheaded comprehensive SEO strategies for diverse clients, including keyword research, on-page optimization, and content gap analysis, driving a 50% increase in organic traffic and elevating domain authority by 25% within six months.
- Auditing client website, refining on-page elements to boost organic click-through rates by 35% and reduce bounce rates by 20%, enhancing user engagement and SERP performance.
- Collaborated with content teams to develop SEO-optimized blog posts and landing pages, integrating targeted keywords and semantic search terms, resulting in a 40% increase in top-10 keyword rankings and 15% higher conversion rates from organic traffic.
- Executed localized SEO campaigns for geo-specific clients, optimizing Google Business Profile and localized content, which increased regional search visibility by 60% and generated $500+ in monthly revenue for small-business clients.

- Leveraged Google Analytics, Search Console, and Ahrefs to audit and optimize website performance, resolving technical issues (e.g., crawl errors, mobile responsiveness), which improved page load speed by 25% and increased average session duration by 40%.
- Strategically allocated resources to high-impact SEO initiatives, prioritizing backlink outreach and pillar content development, achieving an 1,100% ROI and generating $12,000+ in organic revenue through cost-efficient tactics.
- Built AI-powered automation workflows using n8n and Claude Code, connecting client tools and APIs to automate repetitive marketing tasks such as SEO reporting, keyword and content research, lead routing, and client updates, reducing manual work and speeding up campaign delivery.

Bakes by Tulips **Burauen, Leyte, Philippines**

Facebook Ads Specialist | Media Buyer *Apr 2024 – Nov 2025*

- Managed Facebook ad campaigns for various clients, meticulously tailoring each strategy to the unique needs of the brand. This approach resulted in a remarkable 50% increase in social media presence, establishing a vibrant online community. Additionally, engagement metrics soared by an impressive 75%, showcasing the effectiveness of the campaigns in fostering meaningful interactions with the audience.
- Utilized A/B testing methodologies with precision, continuously refining ad elements to achieve optimal performance. Through this iterative process, we achieved a notable 30% decrease in cost per click, ensuring efficient allocation of advertising budget. Moreover, conversion rates experienced a substantial 20% increase, reflecting the resonance of our messaging with the target audience and driving tangible results for our clients.
- Collaborated with content creators to develop compelling ad creatives that drove a 40% increase in clickthrough rates on social media platforms. Implemented targeted messaging ads on Facebook, resulting in a 50% increase in social media engagement and a 20% rise in conversion rates, leading to a boost in sales by $500(converted from peso) within one month.
- Utilized advanced data analytics to optimize landing page performance, reducing bounce rate by 30% and increasing average session duration by 40%, resulting in a significant improvement in user experience and customer retention.
- Strategically allocated limited budget across high-converting ad campaigns, achieving an ROI of 1200% and generating $500(converted in peso) in revenue through cost-effective media buying tactics.

Judethetourist.com **Philippines**

SEO Specialist | Content Writer *Dec 2022 – Oct 2025*

- Developed and executed content marketing strategies to increase website traffic by 40% and generated over 100 high- quality backlinks from reputable websites within the first quarter of implementation.
- Crafted engaging and SEO-optimized blog posts that resulted in a 30% increase in organic search traffic, driving over 10,000 new visitors to the website monthly.
- Collaborated with cross-functional teams to create interactive infographics and videos that boosted user engagement by 50% and contributed to a growth of social media followers by 25%.

Freedom Solar Power **California**

SEO Specialist | GMB Specialist *Jan 2022 - Jun 2022*

- Optimized website content and implemented SEO best practices to improve organic search rankings, resulting in a 40% increase in website traffic and a 25% increase in lead generation.
- Collaborated with sales team to analyze lead conversion data and make recommendations for website improvements, contributing to a 15% increase in closed deals.
- Boosted website ranking from page 3 to page 1 on Google search results, resulting in a 200% increase in organic traffic and generating over 500 leads for solar business installations.

- Implemented strategic keyword research and optimization techniques on Google My Business listings, leading to a significant increase in local ranking by an average of 30 spots, resulting in a 150% boost in inquiries from potential customers.
- Utilized backlink building strategies to improve domain authority, contributing to a 75% increase in closed deals for solar business installations.
- Successfully mitigated the effects of a negative SEO attack through strategic analysis and implementation of corrective measures, restoring website visibility and rankings.

CERTIFICATES

Google Ads Search Certification 2025 – Google Skillshop
Facebook Ads 2024: Launch Your Best Advertising Campaign - *Udemy*
In Depth SEO Certification Online Course - *Pro VA*
SEMrush SEO Crash Course - *Semrush Academy*
Cold Email Lead Generation Guide: Generate Sales Using Email - *Udemy* Mastering SEO with ChatGPT: Ultimate Beginners Guide - *Udemy* Facebook Ads Certificate - *Home Based Connect*
Master Course in Advance SEO - *Udemy*
SEO Strategy 2023: SEO Training - *Udemy*