

JOHN KRISTOFFER PALMA

DIGITAL MARKETING & MARKETING TECHNOLOGY SPECIALIST

Performance Advertising | Lead Generation | Creative Content | Web Systems

Dubai, United Arab Emirates | +971 55 542 7553 | krispalma09@gmail.com

Web Portfolio: portfolio.codexarchai.com | UAE Driving Licence | One-Month Notice

PROFESSIONAL PROFILE

UAE-based digital marketing and marketing technology professional with hands-on experience in Google Ads, Meta Ads, LinkedIn Ads, SEO, lead generation, website management and creative production. Delivered digital-marketing support across travel, beauty education and healthcare while building broader expertise in IT systems and web technology.

Combines campaign execution, creative production and technical implementation to support the customer journey - from advertisement and website visit to inquiry capture, tracking and sales follow-up. Uses AI-assisted tools for research, content, reporting and workflow automation with human oversight.

Commercial Value Campaign execution, creative production, landing pages, lead capture and marketing technology in one professional profile.

CORE CAPABILITIES

Performance	Creative	MarTech
Google Ads Meta Ads LinkedIn Ads SEO Lead Generation	Photography Photoshop Illustrator Video Editing Branding Typography	WordPress Landing Pages Lead Capture CRM Workflows Website Administration

PROFESSIONAL EXPERIENCE

IT Administrator / Digital Marketing Support

Superjet Group - Dubai, UAE

Jan 2018 - Mar 2020

- Managed Google Ads and digital-marketing activities for the group's travel business.
- Conducted keyword research and aligned advertising messages with customer search intent.
- Supported SEO, Facebook and Instagram marketing to improve online visibility and customer inquiries.
- Updated travel offers, service pages, promotional content and calls to action.
- Created and edited promotional graphics, photographs and digital-marketing materials.
- Managed WordPress websites, campaign-page requirements, hosting, domains, SSL certificates and business email.

SEO / Computer Analyst

Kawkab Al Omniyat - Dubai, UAE

Jul 2015 - Jun 2017

- Performed SEO, keyword research, website analysis and content optimisation.
- Supported Google Ads planning, implementation and campaign optimisation.
- Analysed search behaviour, traffic patterns and online visibility.
- Updated website pages and resolved technical issues affecting digital performance.
- Assisted with digital advertising, reporting and website administration.

Systems Administrator / Digital Systems and Marketing Support

EQC Government Enterprises Transactions Clearing - Dubai, UAE

Nov 2022 - Present

- Administer company websites, digital platforms, domains, hosting and business systems.
- Update service pages, promotional content and customer-facing digital communications.
- Produce and edit graphics, images and business materials using Photoshop and Illustrator.
- Support management with digital initiatives, website implementation and workflow improvement.
- Use AI-assisted tools for content development, research, documentation and process automation.

Campaign-to-Lead Workflow

Paid Campaigns > Landing Pages > Inquiry Capture > CRM / Sales Follow-Up

PROFESSIONAL EXPERIENCE - CONTINUED

IT Manager / Senior Systems Administrator

Quality Government Service Center - Dubai, UAE

Apr 2020 - Oct 2022

- Managed websites, business applications, digital services and IT operations; supported customer-facing content, online communications and platform availability.
- Coordinated technology planning and workflow improvements with senior management; managed vendors, user access, systems security, backups and continuity of essential services.

SELECTED DIGITAL MARKETING PROJECTS

Alz Beauty Academy - Dubai, UAE

Aug 2017 - Dec 2017

Freelance Digital Marketing Specialist

- Supported Google Ads, Facebook Ads and Instagram Ads promoting beauty-training courses and academy services.
- Developed campaign messaging, social-media graphics, branded materials, photography and visual content using Photoshop and Illustrator; supported website and landing-page content for course information and inquiries.

Outcome: Supported course visibility and prospective-student inquiries through paid advertising, creative content and website promotion.

Community Medical Center - Dubai, UAE

Jul 2021 - Jan 2022

Freelance Digital Marketing and Web Specialist | Project-Based Engagement

- Supported Google Ads, Facebook and Instagram campaigns for selected clinic services; created graphics, photography and video content for clinic communications.
- Updated website service pages, applied SEO principles and coordinated online inquiry content and campaign requirements with clinic management.

Outcome: Strengthened the clinic's digital presence and supported patient inquiries through advertising, website content and creative production.

CODEX ARCHAI - INDEPENDENT DIGITAL SYSTEMS PROJECTS

Web & Marketing Technology Specialist

Jan 2023 - Present

- Design and develop conversion-focused websites and landing pages for SMEs and professional organisations; build and administer WordPress platforms, hosting, domains, DNS, SSL and maintenance.
- Translate business requirements into service pages, customer journeys and inquiry workflows; create website graphics and apply branding, typography and responsive-design principles.
- Develop AI-assisted website, lead-capture and workflow-automation solutions connecting websites, inquiries, data collection and internal operations.

Portfolio: portfolio.codexarchai.com

TRANSFERABLE VALUE FOR REAL-ESTATE MARKETING

- Google and Meta lead-generation campaigns
- Keyword, audience and competitor research
- Commercial and interior photography
- Image correction, retouching and short-form video
- Landing pages, inquiry forms and property content
- Lead-capture, CRM and campaign-source workflows
- Sales-funnel support and advertising creatives
- AI-assisted lead summaries and follow-up workflows

AI-ASSISTED, HUMAN-DIRECTED MARKETING

Uses AI to accelerate market and competitor research, keyword organisation, copy variations, creative briefs, campaign-report preparation, lead summarisation, follow-up drafting and repetitive workflow automation.

All AI-assisted output is reviewed for factual accuracy, relevance, brand consistency and privacy before use.

SOFTWARE & PLATFORMS

Advertising: Google Ads, Meta Ads Manager, Meta Business Suite, Facebook Ads, Instagram Ads, LinkedIn Ads

Creative: Adobe Photoshop, Adobe Illustrator, Photography, Photo Retouching, Graphic Design, Branding, Typography, Typesetting, Video Editing

Web: WordPress, Elementor, HTML, CSS, cPanel, phpMyAdmin, DNS, SSL, Web Hosting, Google Workspace

Automation & Systems: ChatGPT, Zapier, Make.com, Google Drive, Google Sheets, CRM Workflow Design

EDUCATION

Bachelor of Science in Information Technology
Lyceum of the Philippines University - Batangas City
Expanded Tertiary Education Equivalency and Accreditation Program | Completed 2025

Associate in Computer Technology
University of the Cordilleras
Completed 2004

LANGUAGES

English - Professional working proficiency
Filipino - Native