

RAM ADLEI BANDONG

LEAD DIGITAL STRATEGIST | DIGITAL MARKETING, AUTOMATION & BUSINESS SYSTEMS

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PROFESSIONAL SUMMARY

Digital strategist and entrepreneur with more than four years of experience across performance marketing, CRM automation, content strategy, digital analytics, and web based business systems. Skilled at leading client discovery and cross functional delivery, translating commercial requirements into structured growth programs, and applying engineering based analysis to process design, performance measurement, and scalable implementation. Proven track record of directing paid social campaigns, architecting CRM and marketing automation infrastructure, and building reporting systems that support measurable business growth.

KEY ACHIEVEMENTS

- Directed retail paid social advertising initiatives generating approximately 20,000 customer conversations at a low cost per message, reaching over 94,000 users.
- Supported audience growth to more than 100,000 followers on the primary Facebook page through integrated content and performance marketing strategy.
- Architected end to end CRM pipelines, lead scoring models, and automated nurture and booking workflows within GoHighLevel to streamline client acquisition.
- Directed multidisciplinary strategy across marketing, CRM, analytics, and web systems for client accounts spanning the USA, Canada, Australia, Singapore, Philippines, and Hong Kong.

CORE COMPETENCIES

Digital Marketing & Growth Strategy: Digital Strategy, Performance Marketing, Paid Social Advertising, Lead Generation, Conversion Optimization, Brand Positioning, Content Strategy, Business Development, Client Discovery & Account Management

CRM, Automation & Technical Systems: GoHighLevel, CRM & Pipeline Architecture, Workflow Automation, Email & SMS Nurturing, Marketing Funnel Design, Booking Automation, Custom GPTs & Chatbots, Google Sheets Integrations, Web Development Fundamentals, Dashboard Design & KPI Reporting, Operational Mapping, Scalable Systems Design

PROFESSIONAL EXPERIENCE

Lead Digital Strategist | Ascendyx Jan 2025 - Present

Kowloon, Hong Kong SAR | Baguio City, Philippines

- Direct integrated digital strategy across performance marketing, brand and content, CRM automation, analytics, websites, and custom business systems for client accounts across the USA, Canada, Australia, Singapore, Philippines, and Hong Kong.
- Lead client discovery, requirements analysis, account direction, and multidisciplinary delivery from strategic roadmap through implementation.
- Design GoHighLevel funnels, CRM pipelines, lead scoring models, nurture and booking workflows, dashboards, and reporting systems that support client acquisition and retention.
- Directed retail paid social initiatives generating approximately 20,000 customer conversations at a low cost per message, reaching over 94,000 users, and supporting growth to 100,000 followers on the primary Facebook page.

Owner & Operator | Pine Outlook Nov 2024 - Present

Baguio City, Philippines

- Manage full cycle property operations, including booking channels, guest experience, vendor coordination, and day to day service delivery.
- Apply data driven listing optimization and performance review using occupancy, guest feedback, and RevPAR indicators to maximize profitability.

Marketing Manager | Virtual Rocket Oct 2022 - Jun 2024

Dinalupihan, Bataan, Philippines

- Managed multi platform social media strategy, content planning, publishing, community engagement, and performance review across brand channels.
- Produced campaign assets and executed segmented email marketing programs covering template design, copywriting, and scheduling.

Digital Marketing Assistant (Part-Time) | Realtor Genie Aug 2020 - Jul 2021

Remote | Carlsbad, California, United States

- Supported email marketing, content scheduling, campaign reporting, and brand administration for real estate marketing initiatives.
- Monitored performance data and maintained marketing records while assisting with recurring remote coordination.

EDUCATION

B.S. in Civil Engineering, Saint Louis University Expected 2026

Baguio City, Philippines

Senior High School, University of Baguio Science High School 2022

Salutatorian, Graduated with Highest Honors