



WELLY JONE L. APE

FACEBOOK ADS STRATEGIES | FACEBOOK MEDIA BUYER

Results-driven Facebook Ads Specialist Expert with over 2 years of experience helping small businesses and e-commerce brands scale through targeted paid advertising and strategic local search optimization. Demonstrated success in achieving up to 4x ROAS, reducing CPL by 30%, and improving Google Business Profile rankings from #20+ to Top 3. Skilled in Facebook Ads Manager, SEO tools, and analytics platforms, with expertise in A/B testing, audience segmentation, and KPI tracking. Passionate about data-driven growth and building long-term client success through measurable marketing results.



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SKILLS/EXPERTISE

- Facebook Ads Specialist
- Google Business Profile - Local SEO

TOOL/SOFTWARE

- Advertising: Facebook Ads Manager, Ads Library, Ads Transparency, Google Ads, Keyword Planner
- Analytics & Tracking: Google Analytics, Google Tag Manager (GTM), Google Search Console, Meta Pixel, Meta Conversion API
- Project Management: Trello, Asana, Slack, Google Workspace (Docs, Sheets, Drive, Gmail, etc.)
- SEO & Optimization: SEMrush, Screaming Frog, Schema Markup Validator & Generator, WordPress CMS, GBP Audit & Local Ranking Tools

EDUCATION

University of Science and Technology of Southern Philippines



Bachelor of Science in Electronic and Communication Technology 2018

CERTIFICATIONS

- Genius U Profile: STEEL GENIUS
- Foundation VA Accreditation Course - Oct 2025
- Virtual Digital Marketing Accreditation Course - Oct 2025
- Facebook Media Buyer - Aug 2023
- Local SEO & Google Business Profile Optimization Training - May 2024

WORK EXPERIENCE

Facebook Ads Specialist & Local SEO Specialist

MarketMind Local Agency | April 2024 - July 2025

Facebook Ads Specialist

- Launched and managed full-funnel campaigns, consistently achieving Good ROAS.
- Improved CTR and reduced CPL through Performing daily A/B testing, optimization, and scaling.
- Monitor performance of ad accounts, make sure they are within KPI's
- Achieved 4x ROAS and reduced CPL by up to 30% through creative testing and audience segmentation.
- Delivered weekly strategy calls and reports, building long-term client relationships.

Local SEO / Google Business Profile Optimization

- Maintained and optimized Google Business Profiles with accurate info and relevant categories.
- Enhanced visibility through keyword-rich descriptions and local SEO strategies.
- Created and scheduled Google Posts for offers, updates, and events.
- Boosted local business reputation by achieving a 95%+ review response rate.
- Tracked performance metrics and delivered weekly/monthly reports with insights and recommendations.

Search & Social Ads Specialist (Facebook & Google Ads)

Speakify Team BPO Agency | Aug 2023 - Mar 2024

- Launched and managed Google Search campaigns focused on lead generation for BPO clients.
- Conducted keyword research to target high-intent, cost-effective keywords.
- Wrote ad copy and tested variations to improve CTR and Quality Score.
- Set up conversion tracking using GTM and Google Analytics.
- Integrated Facebook Ads campaigns to support full-funnel conversion strategies.
- Implemented conversion tracking using Google Tag Manager and Google Analytics.

Amazon PPC Specialist

Amazon VAA Philippines | September 2022 - March 2023

- Created and optimized Amazon PPC campaigns to increase product visibility and sales.
- Performed daily keyword bids adjustments and negative keyword management.
- Delivered weekly and monthly performance reports with insights and growth opportunities.
- Investigated anomalies and implemented solutions to maintain ad performance.