

JUSTINE LUIS INACAY

DIGITAL MARKETING & GROWTH STRATEGIST | PERFORMANCE MARKETING |

BRAND MANAGEMENT

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PROFESSIONAL PROFILE

Marketing and growth professional with experience across Philippine and international markets in customer acquisition, paid media, brand management, CRM automation, and integrated campaigns. Combines hands-on campaign execution with creative direction, analytics, and cross-functional coordination across B2B and B2C businesses.

SELECTED MARKETING RESULTS

- Increased qualified lead generation by 40–60% and reduced cost per lead from approximately \$20 to \$6–\$8 through campaign optimization.
- Improved B2B funnel conversion rates by 20–30% through segmentation, creative testing, and landing-page improvements.
- Increased delivery-platform revenue by 48% and reduced monthly paid social spend from \$600 to \$120 in a food-service marketing engagement.

CORE CAPABILITIES

Paid Acquisition & Lead Generation • Meta / Google / LinkedIn Ads • Campaign Strategy • CRM & Marketing Automation • Conversion Optimization • Brand & Content Strategy • Analytics & Reporting • Multi-Brand Marketing

PROFESSIONAL EXPERIENCE

Social Media & Paid Ads Lead (AI & Automation) | Remote, Freelance, Contractual

Mar 2026 – Sep 2026 | IdeaHub Solutions LLC, Marketing Media Cloud, Core Quantum Lead (USA)

- Supported marketing and creative execution for seven (7) brands across multiple paid advertising and content initiatives building websites, automation, CRM dashboards.
- Developed and tested ad creatives for different audiences; monitored campaign performance and refined assets to support lead generation.
- Used AI-assisted creative tools to streamline production of campaign content and advertising materials.

Marketing & Growth Consultant | Remote, Freelance, Contractual

Jan 2026 – Aug 2026 | RemoteLineUS (USA), Columbus Consultancy (Israel), Humanzlab (USA)

- Ran multichannel acquisition initiatives across Meta, LinkedIn, and Google Ads; reported 40–60% growth in qualified leads.
- Reduced cost per lead from approximately \$20 to \$6–\$8 and improved funnel conversion by 20–30% through targeting and landing-page optimization.
- Built HubSpot and Zapier lead-routing and nurturing workflows to improve sales follow-up.

Marketing Manager | Chainsmoker BBQ & Sweet Heart Café | Canada & USA | Remote, Freelance, Full-Time

Aug 2025 – Aug 2026 | Remote / part-time

- Led integrated digital and local campaigns associated with a 51% increase in store visits.
- Increased delivery-platform revenue by 48% through menu positioning, promotions, and platform visibility.
- Developed micro-influencer initiatives generating 120,000+ organic views per campaign.

EARLIER CORPORATE EXPERIENCE

Head of Marketing & Creatives | W. Bridges Manpower Corporation | Pasay City

Feb 2025 – Aug 2025

- Led recruitment marketing and employer-branding activities; reported 75% growth in verified applications and walk-ins during peak periods.
- Expanded social engagement across TikTok, Instagram, and Facebook through short-form content and recruitment campaigns.
- Coordinated job fairs and recruitment events, supporting applicant generation and onboarding.

Marketing Supervisor | Autohub Group of Companies — Suzuki & MG | Taguig City

Jan 2024 – Feb 2025

- Coordinated dealership promotions, digital campaigns, and regional activations associated with a 30% increase in showroom traffic and inquiries.
- Managed vendors and experiential marketing activities while reporting a 15% reduction in operating marketing expenses.
- Improved creative production coordination and campaign workflows using Notion and Monday.com.

Marketing Manager | Autoflare Corporation — Jetour Auto, DongFeng & Estetika Beauty Clinic | Muntinlupa City

Jun 2023 – Jan 2024

- Developed paid-media strategies across Meta and Google Ads to support qualified inquiries for automotive and lifestyle brands.
- Coordinated content, brand positioning, and regional promotional campaigns across a multi-brand portfolio.

TOOLS & PLATFORMS

Meta Ads Manager • Google Ads • LinkedIn Ads • Google Analytics 4 • Google Tag Manager • HubSpot • Salesforce • Zoho CRM • Zapier • WordPress • Notion • Monday.com

EDUCATION

Bachelor of Science in Business Administration, Major in Marketing Management
Southville International School and Colleges | Aug 2019 – Aug 2023

CERTIFICATIONS

- Google Ads Measurement Certification — Google (2023)
- Civil Service Professional — Civil Service Commission (2024)
- Modern Project Management — Alison (2022)

LEADERSHIP & COMMUNITY

District Director, Christian Brotherhood International | Mar 2016 – Oct 2023