



# Colin John

## DIGITAL MARKETER

Contact: +36 30 258 5367   colinjohn1974@gmail.com   Nationality: Indonesian

Location: Sihanoukville, Cambodia (*open to relocation*)

### SKILLS

- Google Ads & Meta Ads Manager
- Keyword strategy & campaign structuring
- Smart Bidding (tCPA, tROAS) & pacing
- A/B testing (ads, keywords, landing pages)
- Funnel & conversion rate optimization (CRO)
- Performance analysis & reporting
- GA4, Google Search Console
- SEMrush, Ahrefs, Majestic SEO

### LANGUAGES

Native: Indonesian & Chinese Hokkien

English: C2 (Fluent)

Mandarin Chinese: A2-B1

Dutch: B1-B2

### CERTIFICATES

Google Digital Marketing & E-commerce Certificate — Google (2025)

Search Engine Optimization (SEO) Specialization — University of California, Davis (2025)

### AWARDS

MNB Excellence Scholarship — Hungarian National Bank

GTK Faculty Scholarship — University of Szeged (awarded twice)

Winner, Prezilimpia Public Speaking Competition — University of Szeged

### PROFILE

Data-driven performance marketer with hands-on experience in Google Search, paid acquisition, and growth optimization across B2B and B2C contexts. Strong analytical mindset with the ability to translate campaign data into actionable insights, optimize full-funnel performance, and support scalable growth in international environments. Background in Business Administration with a focus on consumer behavior and ROI-driven marketing.

### EDUCATION

Bachelor of Business Administration and Management

University of Szeged — Hungary

Thesis specialized in Marketing Strategy of Indonesian Food Products

### PROFESSIONAL EXPERIENCE

#### Digital Marketer

**JHL Group — Sihanoukville, Cambodia**

*Sep 2023 - Present*

- Managed and optimized Google Search campaigns supporting B2B and B2C acquisition.
- Built and refined keyword strategy, ad copy, match types, and campaign structures to improve traffic quality and conversion intent.
- Optimized campaigns using Smart Bidding and manual adjustments to improve efficiency and pacing.
- Ran continuous A/B tests on ads and landing pages to increase CTR and CVR.
- Analyzed performance in Google Ads and GA4, translating insights into ongoing optimizations and strategic recommendations.
- Supported paid acquisition with SEO initiatives, driving approximately 60% organic traffic growth through keyword research, on-page optimization, and technical improvements.
- Improved landing page speed and UX using HTML, CSS, JavaScript, and AMP-HTML, increasing the Domain Authority.
- Conducted competitor and keyword research using SEMrush and Ahrefs to identify growth and expansion opportunities.