Dhen Pagdanganan

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Professional Summary

Marketing and communications leader with 10 years of experience driving brand growth, digital engagement, and creative campaigns. Proven track record of building strategies that increase visibility, boost audience interaction, and deliver measurable ROI. Skilled in SEO/SEM, paid advertising, analytics, and cross-platform social media management. Adept at leading projects from concept to execution while blending data-driven insights with creative design.

Experience

Freelance Marketing Specialist | 2014 - Present

- **Developed and executed digital marketing strategies** that increased client engagement and lead generation.
- Designed and optimized websites, landing pages, and branded assets to elevate online presence.
- Managed SEO/SEM campaigns that improved search rankings and reduced cost per acquisition.
- Collaborated with startups and SMEs to tailor marketing solutions aligned with business goals.

Featured Clients: Lifemark, Goddard Gamage LLP, PrintLegal.ca, Closer Collaboration, SafeCheck, Paperless NOW, Passion Project.

Communications & Marketing Director / Graphic Designer

Print Three - Toronto, ON | 2015 - 2022

- **Directed multi-channel marketing campaigns**, achieving consistent growth in brand recognition.
- Oversaw social media strategy across Facebook, Twitter, Instagram, TikTok, and Pinterest, growing follower base and customer engagement.
- Led creative design projects, producing brochures, video promotions, and digital ads that boosted client sales.
- Analyzed KPIs and campaign data to refine strategy, improve ROI, and maximize digital reach.

Education

Bachelor of Arts – Marketing & Management, University of Toronto **OSSD with Honours**, Central Technical School, Toronto

Certifications

Google Ads (Search, Display, Video, Measurement) Advanced Google Analytics HubSpot (Social Media, Inbound Marketing) Facebook Certified Advanced Marketing Developer

Skills

Digital Marketing: SEO, SEM, Google Ads, Analytics, Tag Manager **Social Media:** Facebook, Instagram, Twitter, TikTok, Pinterest, Hootsuite

Creative: Photoshop, Illustrator, InDesign, Canva

Web: HTML, CSS, JavaScript, Python