



John Lloyd Austria

435, San Carlos, San Luis, Pampanga, Philippines
9956757738 | johnlloydaustralia22@gmail.com

Summary

Experienced digital marketer and versatile freelancer with 7+ years of hands-on experience across all areas of expertise listed below. I have applied these skills extensively in my own ventures, client projects, and various brands—driving growth, optimizing performance, and automating processes to deliver consistent results. I'm excited to bring this proven expertise to help you achieve your goals through targeted, cost-effective solutions.

Experience

- Digital Marketing Specialist
 - Extensive experience running paid ads on Facebook, Google, Twitter, TikTok, Pinterest, Bing, and native ad networks such as Taboola, Outbrain, and MGID—optimized targeting, creatives, and budgets to consistently achieve 2-3x ROI on sales, leads, and brand awareness across my own ventures and client projects.
- Email Marketing & Cold Outreach Specialist
 - Built and grew high-performing email lists from scratch, designed and executed automated campaigns and sequences that drive re-engagement, cart recovery, repeat purchases, and consistent revenue. Proficient with ActiveCampaign, Mailchimp, Mailerlite, Klaviyo, SendGrid, Mailgun, custom CRMs, and self-hosted email marketing software. Use professional email providers such as Zoho and Google Workspace for deliverability and compliance. Specialized in high-conversion cold outreach campaigns using Smartlead and Instantly.ai to generate qualified leads.
- Web/Mobile Push Notification Marketing
 - Helped websites, e-commerce shops, and mobile apps send timely, targeted web and mobile push notifications to re-engage users, recover abandoned carts, promote offers, drive traffic, and increase retention and sales. Proficient with OneSignal, PushEngage, Brevo, PushOwl, and Firebase Cloud Messaging.
- Affiliate Marketing Specialist
 - Generated steady monthly income through Shopee, Lazada, Amazon, crypto affiliate programs, Digistore24, Clickbank, and CJ Affiliate using my own email, push, and traffic channels. I can set up, optimize, and scale affiliate campaigns for you, including creating high-conversion focused landing pages tailored to your affiliate product offers on platforms like Digistore24, Clickbank, CJ Affiliate, and others.
- WordPress Development & Management
 - Built dozens of fast, secure WordPress websites and online stores for my own businesses—custom themes, WooCommerce setup, payment gateways, speed optimization, security hardening, and mobile-friendly design.
- E-commerce & Custom Website Development
 - Built and optimized dozens of high-performing e-commerce stores and custom websites for my own ventures and client projects. Expertise includes full-stack setup on platforms like WordPress/WooCommerce and Shopify, as well as custom-coded solutions (HTML, CSS, JavaScript, PHP, Laravel). Services cover custom theme/design creation, payment gateway integration (Stripe, PayPal, GCash, local gateways), inventory management, shipping automation, SEO-friendly structure, performance optimization (page speed, caching), security hardening, and fully responsive, mobile-first designs that maximize conversions and user experience.
- Cloud Server Management
 - Extensive experience setting up and managing Virtual Private Servers (VPS), dedicated servers, and cloud instances across multiple providers including Google Cloud, Microsoft Azure, DigitalOcean, Cloudways, Vultr, UpCloud, Contabo, Netcup, AWS, and many more. Handled full server administration for my own projects and clients: domain setup, SSL certificates, automated backups, firewall configuration, security hardening, software updates, performance tuning, resource scaling, and 24/7 monitoring to ensure maximum uptime, speed, and security.

- **AI Customer Support Agents** -
 - Designed and deployed custom AI-powered chatbot assistants and agents for websites, WhatsApp, email channels, and natural voice call support. Full integration includes knowledge-base connectivity for accurate responses, automated ticket creation, seamless escalation to live agents, multilingual support, sentiment analysis, and 24/7 availability—delivering faster response times, reduced support costs, and improved customer satisfaction for e-commerce, SaaS, and service-based businesses.
- **Crypto & Polymarket Bot Development** -
 - Developed fully custom trading bots for cryptocurrency exchanges including Bybit, Hyperliquid, Binance, and others, as well as specialized automation bots for Polymarket prediction markets. Bots are built on proven strategies with complete backtesting (win rate, Sharpe ratio, max drawdown), risk management, real-time execution, and full privacy under NDA.
- **Web3/Blockchain & Community Moderation** -
 - 7+ years immersed in the Web3 and blockchain ecosystem. Built and scaled communities from 0 to thousands on Twitter (X), Discord, Telegram, and other platforms for token launches, NFTs, DeFi projects, and blockchain initiatives. Expert in community moderation (enforcing rules, managing conflicts, spam prevention, fostering positive engagement), hosting Twitter Spaces/AMAs, running airdrops, bounty campaigns, and full Web3 marketing strategies—including shilling, partnerships, influencer outreach, and on-chain growth tactics for projects and partners.
- **Social Media Management** -
 - Full-service social media management across major platforms including Twitter (X), Instagram, Facebook, TikTok, LinkedIn, YouTube, and Pinterest. Created and executed content strategies, designed eye-catching graphics and videos, built content calendars, scheduled posts (using tools like Buffer, Hootsuite, Later), grew organic followings, managed community engagement (comments, DMs, mentions), ran polls/contests, analyzed performance metrics, and optimized for higher reach, engagement, and conversions on my own brands and client accounts.
- **Graphics Design** -
 - Designed logos, ad banners, social posts, and full brand visuals using Adobe Photoshop, Illustrator, and Canva—clean, modern styles that match your brand and get higher clicks and engagement.

Education

- **San Carlos, San Luis, Pampanga, Philippines** 2007-2014
- **San Carlos, San Luis, National Highschool Pampanga, Philippines** 2014-2020
Accountancy, Business and Management
- **Holy Cross College of Pampanga, Philippines** 2021-2024
Bachelor Secondary of Education Major in Filipino

Skills

- Digital Marketing Specialist
- Email Marketing & Cold Outreach
- Web/Mobile Push Notification Marketing
- Affiliate Marketing Specialist
- WordPress Development & Management
- E-commerce & Custom Website Development
- Cloud Server Management
- Crypto & Polymarket Bot Development
- AI Customer Support Agents
- Web3 Marketing & Community Moderation
- Social Media Management

Character Reference

• Strengths

I am a reliable, fast-learning freelancer who always finds a way to solve problems, adapt quickly, and deliver high-quality work on time. Everything I do is backed by 7+ years of real results from my own projects and client work. My written English is strong and professional—all reports, plans, emails, and deliverables are clear and grammatically perfect because I double-check everything (and I'm very good with AI tools).

- **Weakness**

My only weakness is spoken English. It is not my native language, so during voice calls, interviews I speak slowly and sometimes pause to find the right words. However, I understand everything perfectly, and this limitation does not affect the quality of my work, skills, or project deadlines in any way.