

Hi!

I'm Irish — a Manila-based web geek who does a bit of everything. I revel in hybrid roles that keep me on my toes.

With 14 years of rad experience around the web, I started as a self-taught web dev geek at 14 and quickly moved on to managing web projects by 19. Along the way, I've played a key role in driving the digital success of entrepreneurs, SMEs, and corporations both locally and globally.

EDUCATION

CDMP DEGREE – 2022

Professional Degree in Digital Marketing
Digital Marketing Institute
Dublin, Ireland (*Remote*)

AB JOURNALISM – 2013

University of Santo Tomas
España, Manila, Metro Manila, Philippines

SECONDARY EDUCATION – 2009

Graduated First Honorable Mention
De La Salle Araneta University
Malabon City, Metro Manila, Philippines

EXPERTISE

- Digital Marketing & SEO
- Digital Project Management
- Web Content Formatting/Management
- Web Design & Development
- WordPress/CMS Management
 - Plugin & Theme Modification
 - HTML/CSS
 - Content Population
- Remote Recruitment Operations
- B2B Lead Generation
 - Smartlead Campaigns
 - Pipedrive / Smartsuite CRM
 - LinkedIn Sales Navigator
- High-Precision Data Entry

CERTIFICATIONS

- HarvardX Professional Certificate in Leading in a Remote Environment (via edX) – 2025; *ongoing*
- Google Digital Marketing & E-commerce Professional Certificate (via Coursera) – 2024
- Certified Digital Marketing Professional (via digitalmarketinginstitute.com) – 2022
- Certified Lean Six Sigma Yellow Belt Professional (via SixSigmaPH) – 2022

WORK EXPERIENCE

WordPress & CMS Manager / Digital Ad Ops Specialist

Gourmet Ads, Inc | 2020 – present

- Handled technical ad operations on WordPress and other CMS platforms across Display, Mobile, Native and Video for publisher sites and ensures media is properly delivered
- Acted as the primary technical resource for the Gourmet Ads & Healthy Ads Publisher Development teams

WordPress Content Manager

Epic Gardening | 2023 – 2024 (*freelance*)

- Managed content and image formatting/publishing, ensuring smart on-page SEO tactics and practices are observed
- Supervised remote contractors by monitoring and enforcing KPIs related to task completion, quality of output, time and attendance, proactivity, and effective communication

Digital Marketing Ops – Team Lead

Funnel Boost Ltd | 2022 – 2023 (*freelance*)

- Mastered different B2B lead generation processes including Smartlead campaign setup; supervised the PH team by monitoring and enforcing KPIs related to task completion, quality of output, time and attendance, proactivity, and effective communication; and oversaw the PH recruitment & payroll
- Performed quality checks, optimizing SOPs, and training new hires

Senior Design Strategist & Project Manager

August 99, Inc / The Design People | 2017 – 2018; 2021 – 2022 (*freelance*)

- Conceptualized the real estate web design process and managed content management & formatting in collaboration with internal & external stakeholders
- Managed the Agile development of web design and development projects of varying sizes and complexity from the inception stage to the live online deployment thereof
- Acted as the critical link between the real estate clients and the solution delivery teams

Digital Project Manager

MSS Web Solutions | 2011 – 2017 (*freelance; owner*)

- Spearheaded and managed more than 50+ WordPress web design and development projects with a team of remote contractors



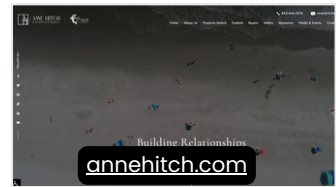
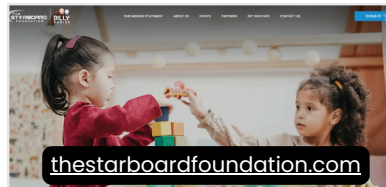
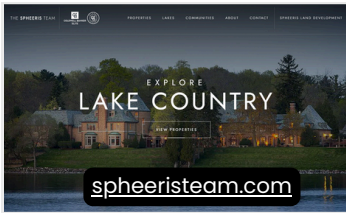
IRISH DEL ROSARIO, CDMP, CSSYB

Quezon City, Metro Manila, Philippines ♦ hello@ikdr.ph ♦ www.ikdr.ph ♦ +63 9279162986



WORK PORTFOLIO — Select Completed Projects

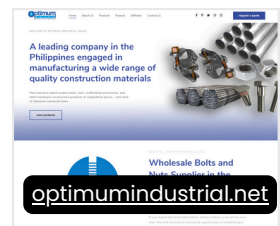
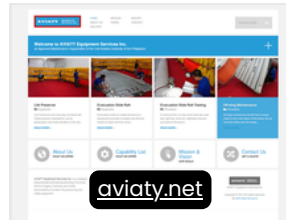
August 99, Inc ↓



Tiny Frog Technologies ↓



MSS Web Solutions ↓



CERTIFICATIONS

