

MJ BUERA

Digital Marketing Consultant
Google-Certified Social Media Specialist



CORE COMPETENCIES

- **Search & Discovery Strategy:** SEO, GEO, and AEO optimization for modern search landscapes.
- **Omnichannel Paid Advertising:** High-budget media buying and scaling across Meta, Google, and TikTok.
- **B2B Lead Generation:** Outbound system design, pipeline management, and data enrichment
- **Strategic Growth & Operations:** Executive leadership, workflow streamlining, and cross-functional team management.
- **Data & Analytics:** Lowering Cost Per Result (CPR), conversion rate optimization (CRO), and advanced funnel building.

EXECUTIVE SUMMARY

- With over 10 years of hands-on experience in eCommerce and digital marketing, I help high-ticket brands scale up and get the absolute most out of their ad spend. After years of running an agency and managing heavy omnichannel campaigns, my focus as an independent consultant is straightforward: building full-funnel marketing strategies that actually convert and generate solid leads.
- My main goal for any campaign is to lower your Cost Per Result (CPR). I do this by bridging the gap between good branding and aggressive performance marketing. To make sure your brand doesn't get left behind, I also design advanced search strategies. I go beyond traditional SEO and implement Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) to make sure your business stays highly visible as AI search takes over the market.

Biggest **WIN** with client

- Lead Generation Scale-Up (Fortune 500 Real Estate)
- The Challenge: Stagnant lead flow at 7k annual leads
- The Result: Scaled to 53k+ annual leads (657% increase) within 12 months.
- The Strategy: Optimized a \$600k omnichannel budget, diversifying spend across multiple platforms and fixing brand-content alignment. Reduced Facebook dependency while simultaneously lowering overall CPR.

PROFESSIONAL EXPERIENCE

Project Manager | MAK Media Inc. (2019 – 2024)

- Built and scaled a social media marketing agency, managing accounts for real estate, tech, luxury, etc.
- Ran high-budget paid ad campaigns on Facebook, Instagram, TikTok. driving millions of impressions and thousands of conversions.
- Led a content production team creating viral reels, branded content, and high-engagement social campaigns.
- Provided end-to-end campaign management—from audience research to ad creatives and performance tracking.

Executive Assistant | [BUILT BY DESIGN AU BASED SMMA] (2017 – 2019)

- Worked under an Australian SMMA, learning high-level ad frameworks and scaling client accounts.
- Managed multiple 6-figure ad accounts, optimizing campaigns for lead generation, e-commerce, and brand awareness.
- Mastered Facebook & Instagram ads, including pixel tracking, retargeting, and audience segmentation.

eCommerce Store Owner (2014–2016)

- Launched and scaled multiple online stores selling consumer goods using Facebook Ads and early Shopify setups.
- Handled everything end-to-end: product sourcing, store design, customer service, and marketing.
- Learned direct-response copywriting, basic funnel building, and ROI-focused ad buying through trial and error.
- Laid the foundation for data-driven performance marketing used in future agency work.

Freelance Content Creator & Consultant (2014 – Present)

- Produced content for personal branding, crypto, and marketing niches, garnering thousands of views across platforms.
- Developed strategic SEO, TikTok, and YouTube growth plans for brands and influencers.
- Consulted business owners on paid ad strategies, conversion funnels, and organic content growth.

CERTIFICATIONS & EDUCATION



EDUCATION

- Google: Foundations of Digital Marketing and E-commerce
- Algorithm Mastery: Kherk Roldan
- Facebook Ads Mastery: OJMD
- Culinary Arts: The Kitchen Academy
- Millionaire Mentor: Integrating eCom with AI
- eCom Success Academy: Facebook ads strategies
- Kherk Roldan Academy: SEO Fundamentals

Certifications



Google Certified Professional

Check everything in: **LinkedIn**

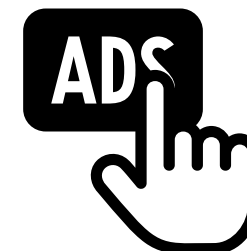
Certifications



Google Certified Professional

Check everything in: [LinkedIn](#)

Paid Ads Portfolio



Paid Ads Sample Metrics

BRAND X (real estate - previous client)

Aug 2022 - Aug 2023 (before we started) 8 Aug 2022 - 8 Aug 2023

Results	Reach	Impressions	Cost per result
325,602 Follows or likes	8,865,471	85,198,775	₱9.77 Per follow or like
343,704 Follows or likes	20,645,112	129,725,128	₱9.23 Per follow or like
149,889 Reach	149,889	232,245	₱11.55 Per 1,000 people reach...
3,035 Follows or likes	659,659	1,639,659	₱13.46 Per follow or like
76 On-Facebook leads	22,928	37,512	₱60.41 Per on-Facebook leads
40 Messaging convers...	11,543	15,900	₱49.30 Per messaging conv...
1,434 Follows or likes	304,319	477,663	₱17.96 Per follow or like
45 Follows or likes	3,748	5,034	₱12.56 Per follow or like
₱12,603,064.73 Total Spent			

Lower annual cost next yr + better results

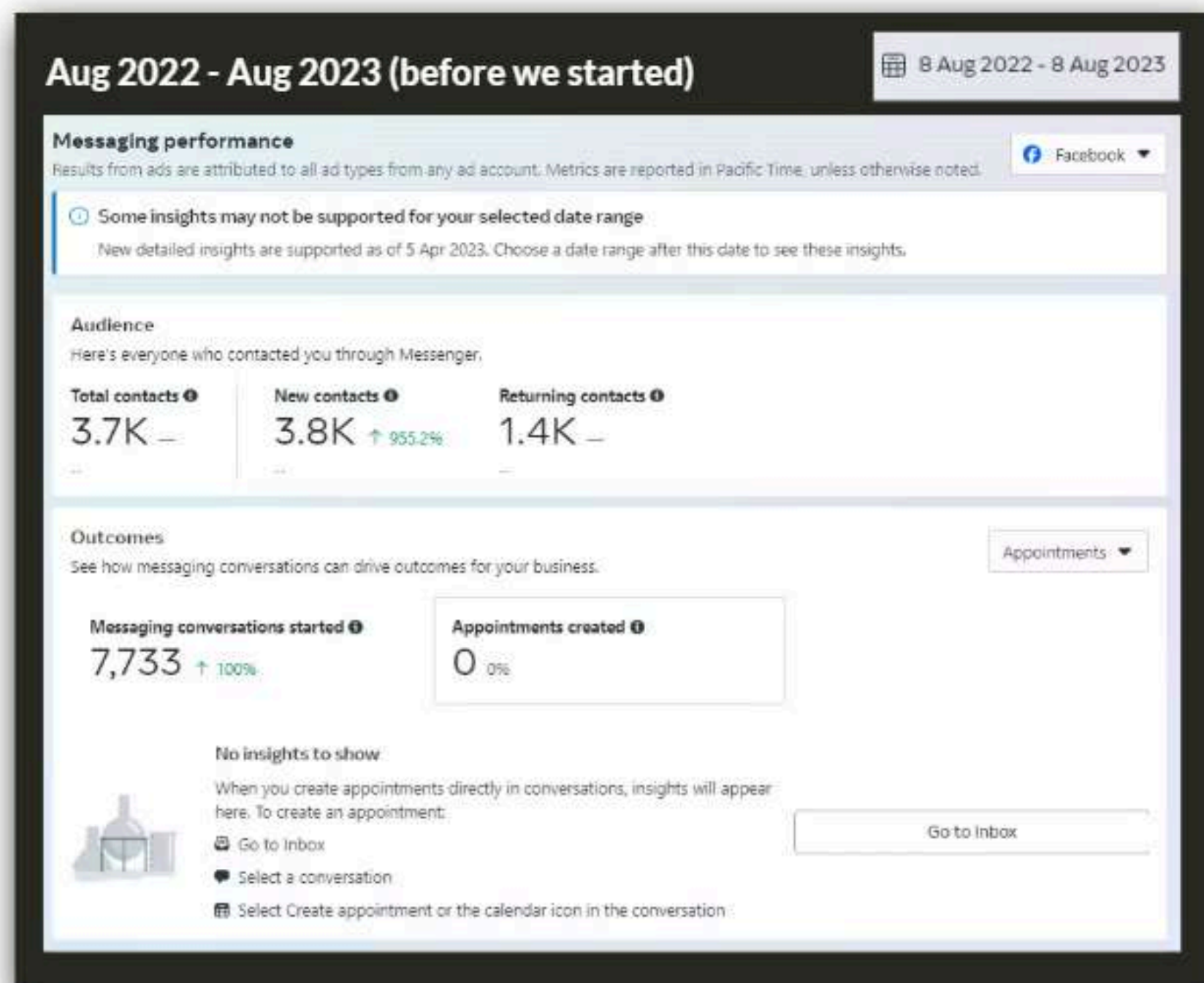
8 Aug 2023 - 4 Jun 2024

Results	Reach	Impressions	Cost per result
173,919 Reach	173,919	180,005	₱6.47 Per 1,000 people reach...
1,261 Follows or likes	150,846	227,812	₱6.47 Per follow or like
6,158 Follows or likes	573,531	1,017,338	₱6.60 Per follow or like
1,261 Follows or likes	144,345	222,491	₱6.57 Per follow or like
6,467 Messaging convers...	830,346	1,273,103	₱24.29 Per messaging conv...
9,970 Messaging convers...	1,172,484	2,086,039	₱23.26 Per messaging conv...
4,326 Messaging convers...	580,190	854,901	₱23.87 Per messaging conv...
833 Messaging convers...	86,152	133,913	₱24.00 Per messaging conv...
938 Messaging convers...	144,376	180,326	₱25.16 Per messaging conv...
1,316 Messaging convers...	170,081	223,675	₱25.66 Per messaging conv...
₱3,477,591.19 Total Spent			

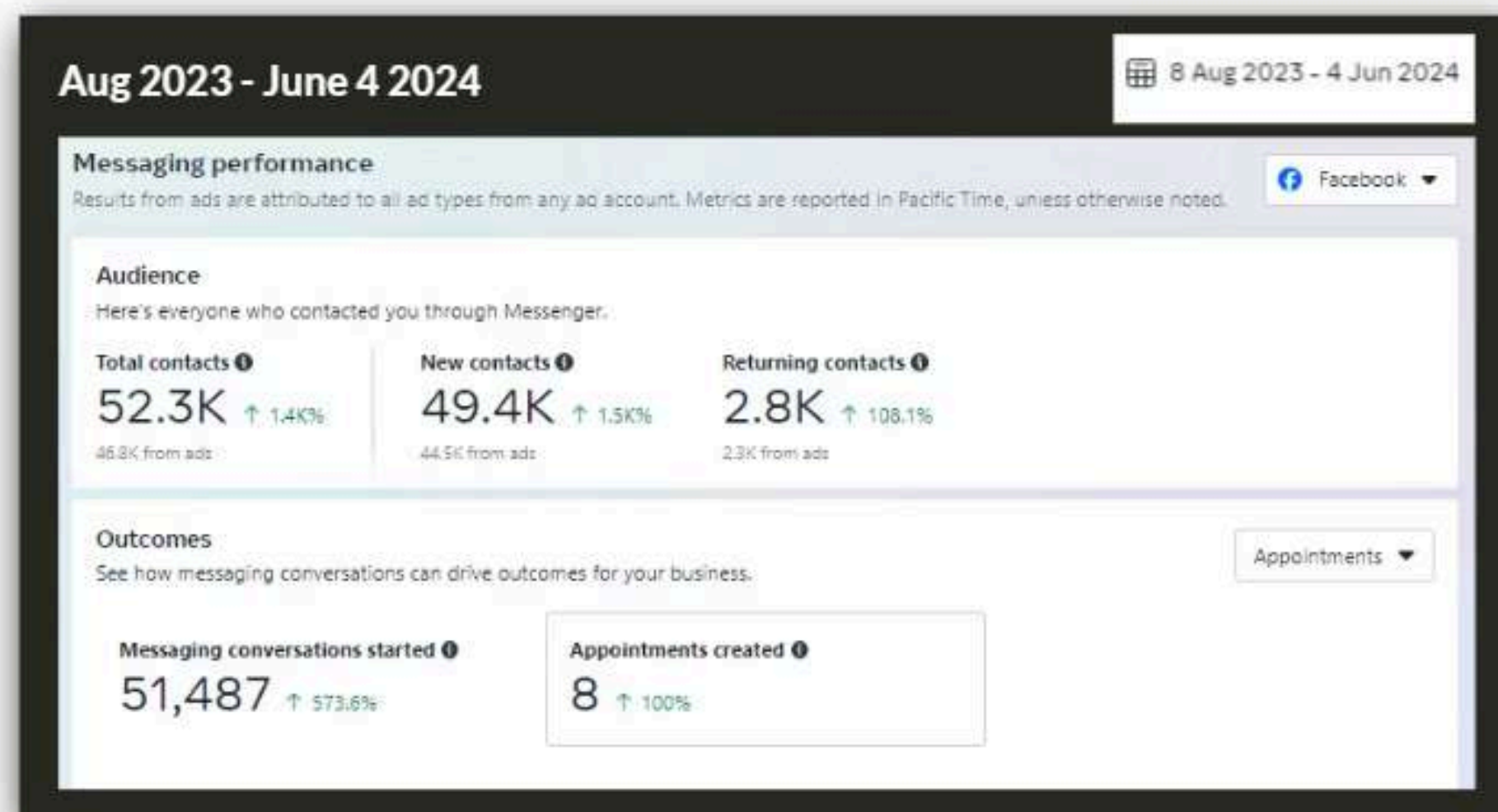
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Paid Ads Sample Metrics

BRAND X (real estate - previous client)



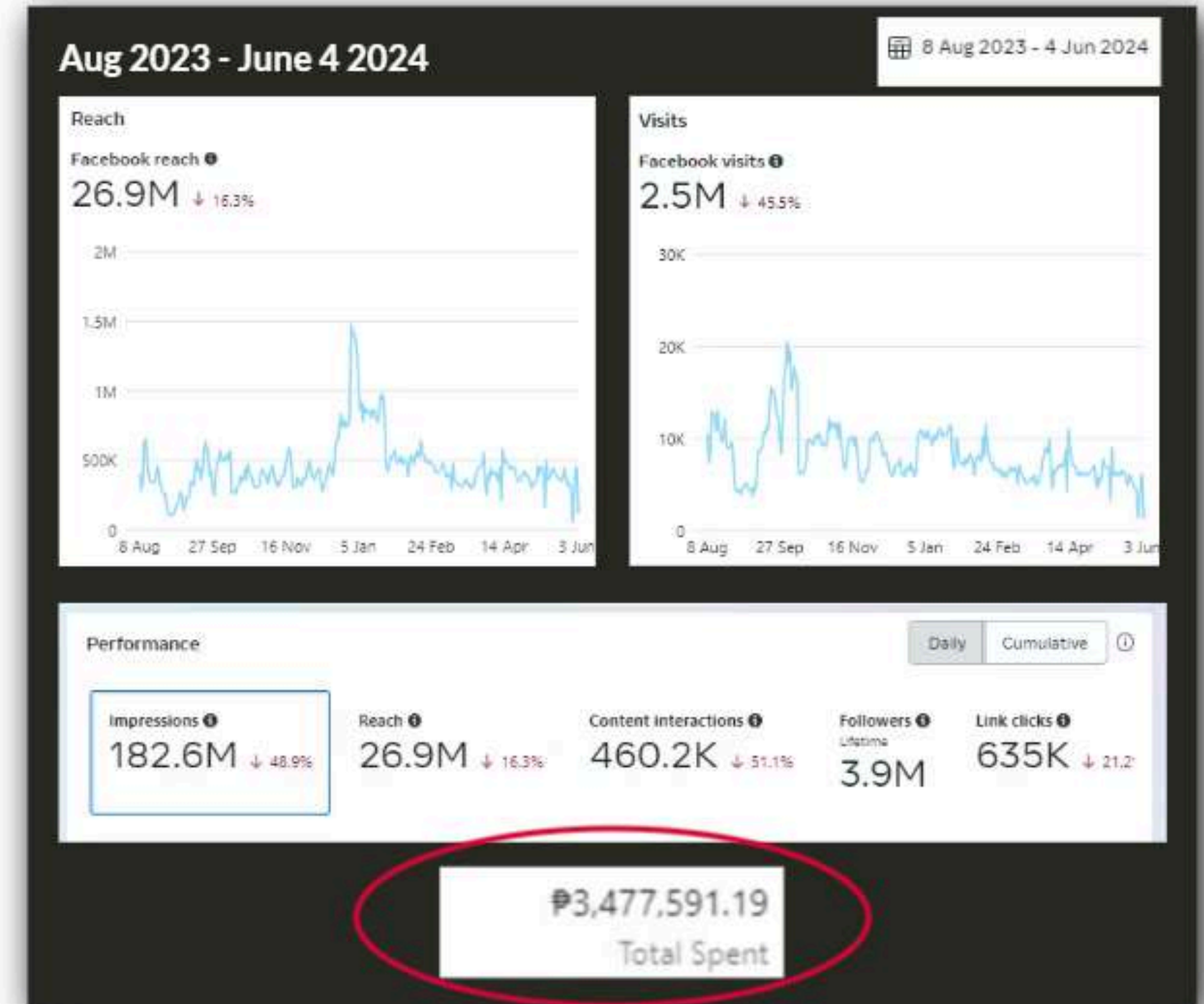
1 year progress in leads



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Paid Ads Sample Metrics

BRAND X (real estate - previous client)



Cant show full details due to NDA

Paid Ads Sample Metrics

BRAND X (real estate - previous client)



Cant show full details due to NDA

BUSINESS ACCOUNTS **MANAGED** (SAMPLE)

Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
● Active	Highest volume	₱500.00 Daily	7-day click or ...	4 ^[2] Messaging convers...	783	952	₱119.54 ^[2] Per messaging conv...	₱478.15
● Active ↗ High performing	Highest volume	₱500.00 Daily	7-day click or ...	3,883 Follows or likes	327,410	566,587	₱5.70 Per follow or like	₱22,117.51
● Active ↗ High performing	Highest volume	₱500.00 Daily	7-day click or ...	3,690 Follows or likes	335,017	602,797	₱6.03 Per follow or like	₱22,240.47
● Active ↗ High performing	Highest volume	₱550.00 Daily	7-day click or ...	976 ^[2] Messaging convers...	75,044	116,445	₱23.53 ^[2] Per messaging conv...	₱22,968.29
● Active	Highest volume	₱1,000.00 Daily	7-day click or ...	429 ^[2] Messaging convers...	127,706	253,450	₱111.27 ^[2] Per messaging conv...	₱47,734.89
● Active ↗ High performing	Highest volume	₱550.00 Daily	7-day click or ...	1,413 ^[2] Messaging convers...	120,652	200,089	₱24.99 ^[2] Per messaging conv...	₱35,306.29
● Active	Highest volume	₱350.00 Daily	7-day click or ...	529 ^[2] Messaging convers...	80,145	256,436	₱38.66 ^[2] Per messaging conv...	₱20,451.32
● Active ↗ High performing	Highest volume	₱800.00 Daily	7-day click or ...	10,128 Follows or likes	819,574	1,654,153	₱6.22 Per follow or like	₱62,990.93
● Active	Highest volume	₱350.00 Daily	7-day click or ...	684 ^[2] Messaging convers...	244,467	393,885	₱47.00 ^[2] Per messaging conv...	₱32,147.55
● Active	Highest volume	₱500.00 Daily	7-day click or ...	12,629 Follows or likes	848,725	3,781,065	₱7.18 Per follow or like	₱90,686.91
● Active ↗ High performing	Highest volume	₱550.00 Daily	7-day click or ...	1,500 ^[2] Messaging convers...	199,690	265,961	₱25.91 ^[2] Per messaging conv...	₱38,865.56
● Active	Highest volume	₱550.00 Daily	7-day click or ...	1,835 ^[2] Messaging convers...	230,422	318,747	₱26.72 ^[2] Per messaging conv...	₱49,032.95
			Multiple attrib...	— Multiple conversions	69,946,386 Accounts Centre acco...	968,534,187 Total	Multiple conversions	₱35,857,065.86 Total Spent

ss sample only - under nda compliance

BUSINESS ACCOUNTS **MANAGED** (SAMPLE)

\$50.00 Daily	7-day click or...	Link Click				Per Link Click	\$0.00	Ongoing
\$50.00 Daily	7-day click or...	19,579 Link clicks	210,817	567,888		\$0.18 Per Link Click	\$3,473.26	Ongoing
\$50.00 Daily	7-day click or...	14,582 Link clicks	181,155	420,042		\$0.22 Per Link Click	\$3,177.19	Ongoing
\$50.00 Daily	7-day click or...	5 (4) Website purchases	113,506	295,226		\$747.88 (4) Per Purchase	\$3,739.38	Ongoing
Using ad set budget	7-day click or...	963 Link clicks	119,685	336,195		\$0.78 Per Link Click	\$749.92	Ongoing
Using ad set budget	7-day click or...	442 Post engagements	2,792	3,387		\$0.22 Per Post Engagement	\$98.39	Ongoing
\$37.00 Daily	7-day click or...	18,129 Link clicks	339,885	940,550		\$0.25 Per Link Click	\$4,484.79	Ongoing
\$10.00 Daily	7-day click or...	— Website Add To Cart	—	—		— Per Add To Cart	\$0.00	Ongoing
Using ad set budget	7-day click or...	3,932 Link clicks	60,621	151,240		\$0.32 Per Link Click	\$1,277.66	Ongoing
	Multiple attrib...	— Multiple conversions	6,478,108 Accounts Center accounts	42,089,330 Total		— Multiple conversions	\$195,372.81 Total Spent	

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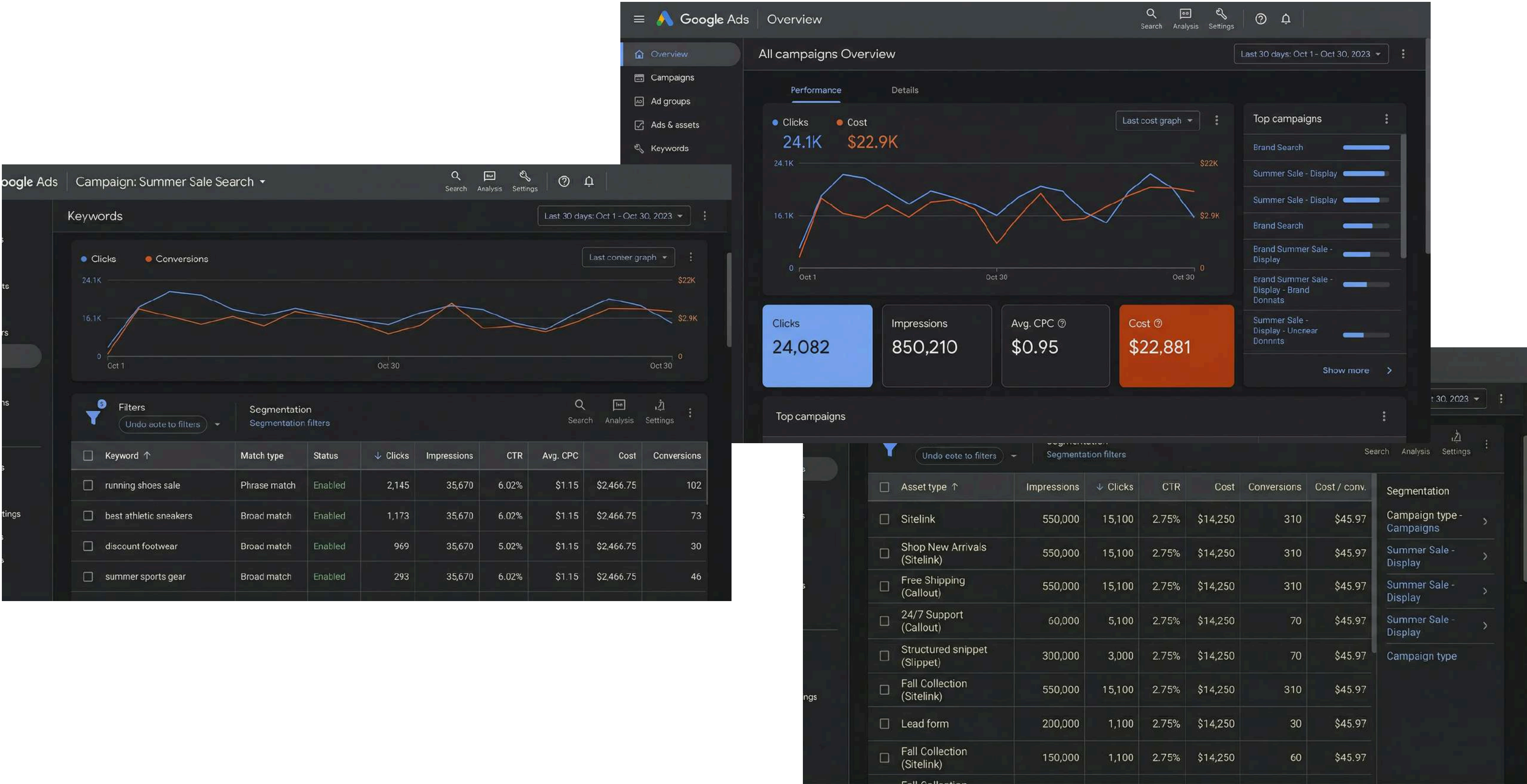
BUSINESS ACCOUNTS **MANAGED** (SAMPLE)

Results	Reach	Impressions	Cost per result	Amount spent
45 Messaging Conversations Started	4,200	5,146	₱14.60 Per Messaging Conversation Started	₱657.14
17,422 Post Engagements	44,184	50,002	₱0.02 Per Post Engagement	₱343.02
41 Messaging Conversations Started	3,992	4,504	₱11.84 Per Messaging Conversation Started	₱485.60
8 ¹² Website Purchases	7,926	8,905	₱73.72 ¹² Per Purchase	₱589.79
50 ¹² Website Purchases	25,816	34,110	₱43.53 ¹² Per Purchase	₱2,176.29
145 ¹² Website Purchases	49,952	73,027	₱32.92 ¹² Per Purchase	₱4,774.11
— On-Facebook Lead	266	270	— Per On-Facebook Leads	₱43.63
2,159 Link clicks	9,236	12,068	₱0.16 Per Link Click	₱353.25
65 Messaging Conversations Started	9,444	11,246	₱15.95 Per Messaging Conversation Started	₱1,036.87
95 Messaging Conversations Started	3,387	7,048	₱8.80 Per Messaging Conversation Started	₱836.22
24,844 Post Engagements	38,282	55,950	₱0.03 Per Post Engagement	₱861.19
7,962 Post Engagements	14,438	15,503	₱0.03 Per Post Engagement	₱263.70
29 Messaging Conversations Started	1,602	2,119	₱23.92 Per Messaging Conversation Started	₱693.56
— Website Purchase	921	1,015	— Per Purchase	₱215.72
101 Messaging Conversations Started	5,144	7,319	₱6.85 Per Messaging Conversation Started	₱691.91
11 Messaging Conversations Started	2,805	3,381	₱49.94 Per Messaging Conversation Started	₱549.31
—	1,519	1,669	—	₱214.80
— Multiple conversions	1,439,421 People	3,602,957 Total	— Multiple conversions	₱332,659.66 Total Spent

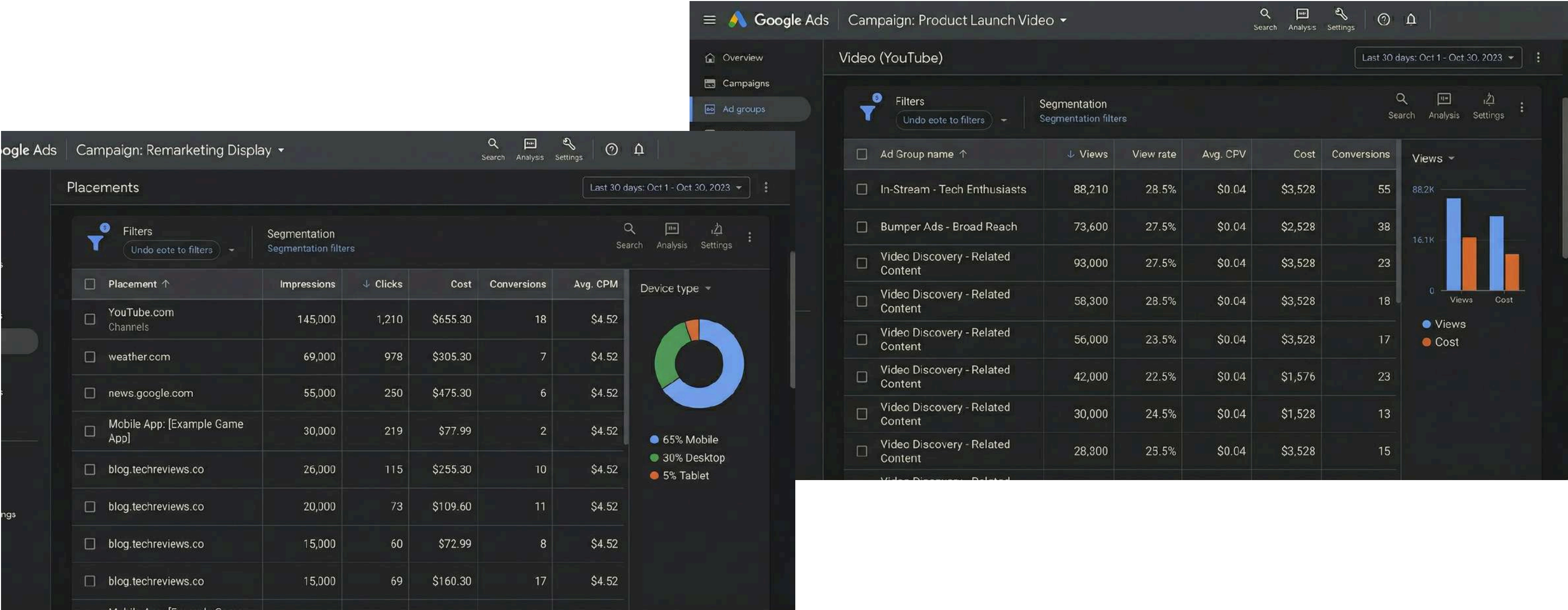
BUSINESS ACCOUNTS **MANAGED** (SAMPLE)

Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
₹300.00 Daily	7-day click or...	2 Messaging Conversations Started	1,285	1,491	₹98.66 Per Messaging Conversation Started	₹197.31
₹250.00 Daily	7-day click or...	449 Post Engagements	2,111	2,425	₹0.71 Per Post Engagement	₹320.16
₹500.00 Daily	7-day click or...	9 Messaging Conversations Started	3,862	4,749	₹71.79 Per Messaging Conversation Started	₹646.13
₹100.00 Daily	7-day click or...	91 Page Likes	2,271	2,521	₹2.75 Per Page Like	₹250.14
₹500.00 Daily	7-day click or...	— Messaging Conversation Started	—	—	— Per Messaging Conversation Started	₹0.00
₹100.00 Daily	7-day click or...	6,376 Post Engagements	9,786	9,963	₹0.02 Per Post Engagement	₹96.60
₹300.00 Daily	7-day click or...	42 Messaging Conversations Started	4,246	4,453	₹7.63 Per Messaging Conversation Started	₹320.64
₹200.00 Daily	7-day click or...	— Website Purchase	2,166	2,404	— Per Purchase	₹167.92
₹500.00 Daily	7-day click or...	3 Messaging Conversations Started	739	777	₹39.19 Per Messaging Conversation Started	₹117.57
₹150.00 Daily	7-day click or...	708 Post Engagements	5,768	6,305	₹0.68 Per Post Engagement	₹481.51
₹1,000.00 Daily	7-day click or...	1 Website Purchase	13,884	15,704	₹1,688.33 Per Purchase	₹1,688.33
₹300.00 Daily	7-day click or...	3,021 Post Engagements	20,212	20,903	₹0.17 Per Post Engagement	₹501.49
₹100.00 Daily	7-day click or...	14 Messaging Conversations Started	5,638	5,870	₹28.62 Per Messaging Conversation Started	₹400.63
₹100.00 Daily	7-day click or...	370 Post Engagements	1,776	1,831	₹0.52 Per Post Engagement	₹190.62
₹500.00 Daily	7-day click or...	2 Website Purchases	7,922	9,064	₹472.13 Per Purchase	₹944.25
₹500.00 Daily	7-day click or...	1 Website Purchase	6,825	7,714	₹943.45 Per Purchase	₹943.45
₹100.00	7-day click or...	626	3,332	3,771	₹0.52	₹320.96
	Multiple attrib...	— Multiple conversions	4,876,363 People	16,368,304 Total	— Multiple conversions	₹921,573.03 Total Spent

Business Account Managed



Business Account Managed



AI Knowledge

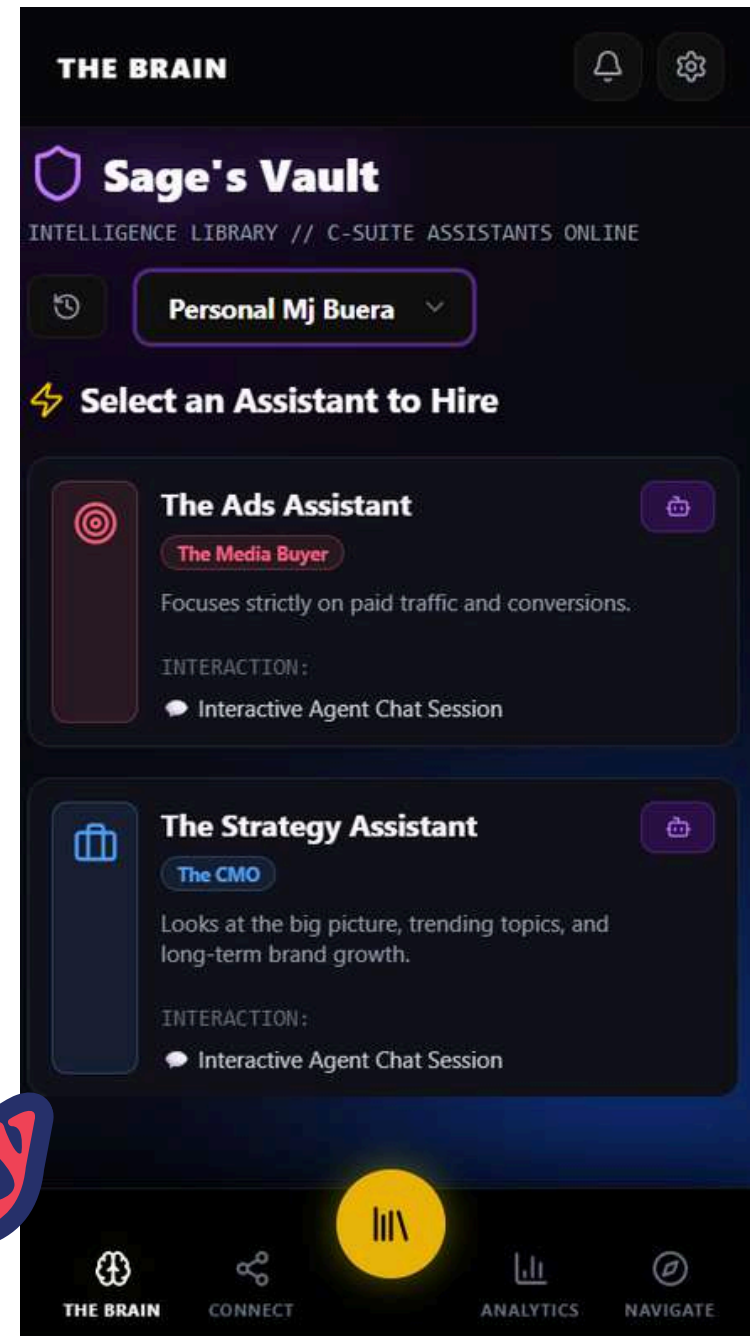


Google Cloud Platform



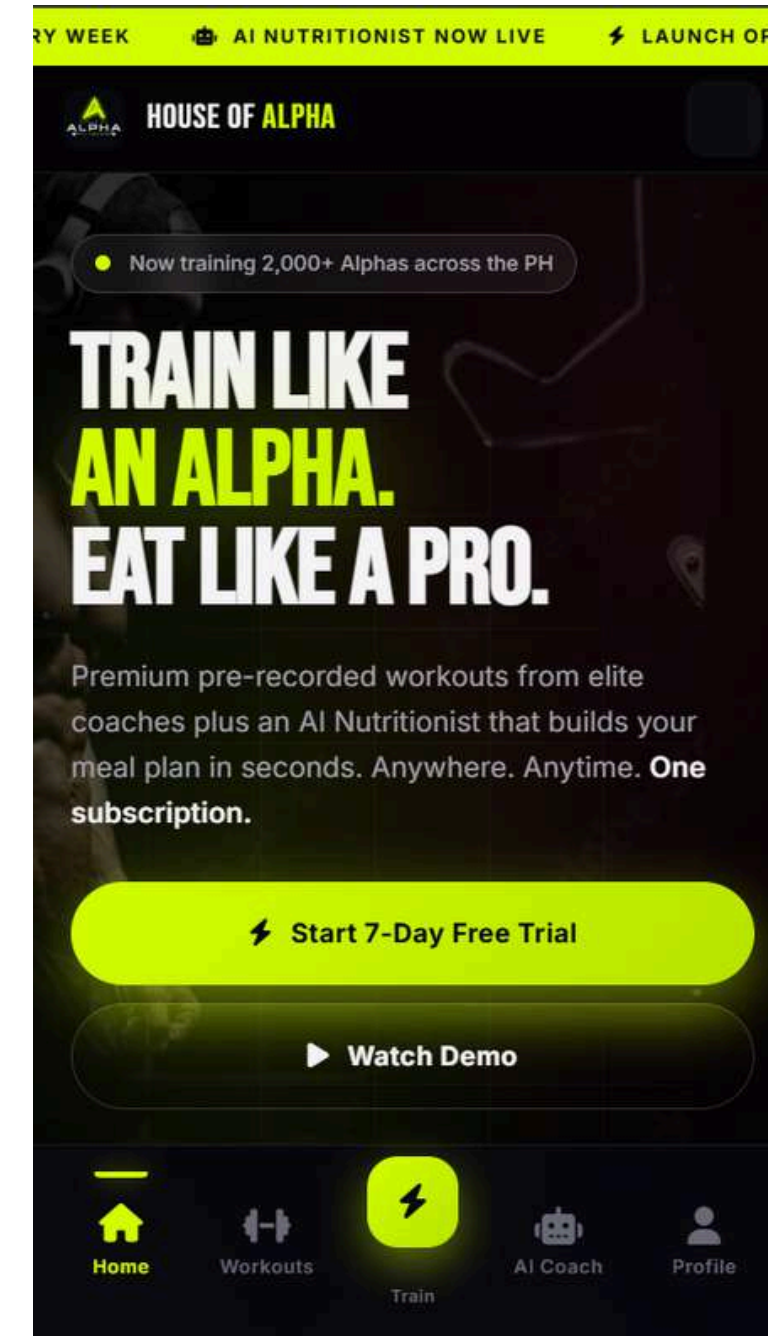


Full Apps Built



ctrlplusai.services

Socmed app like
Hubspot, Brandwatch



houseofalpha.fitness

Gymshark,
Jordan Yeoh etc

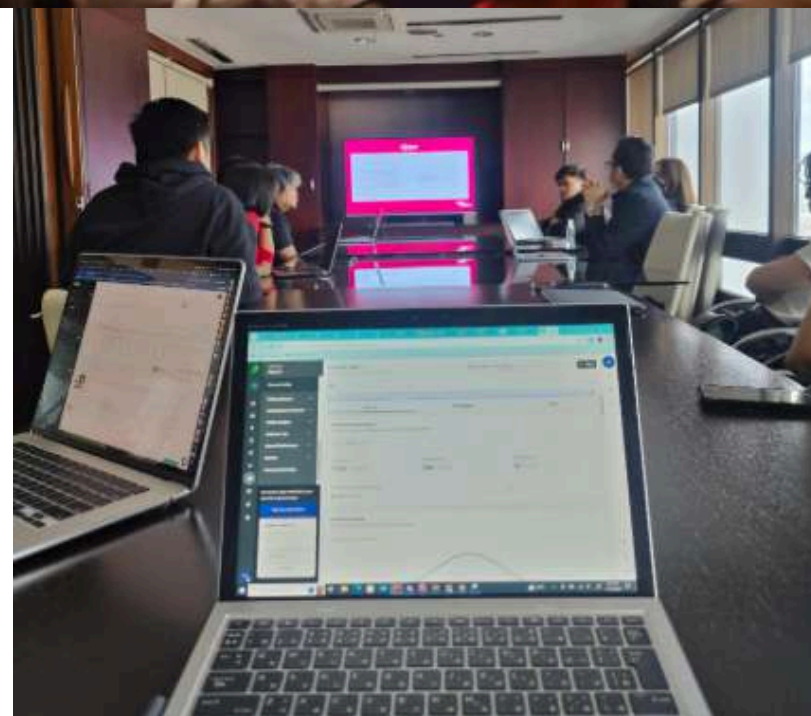
Brand Exposures

Posted

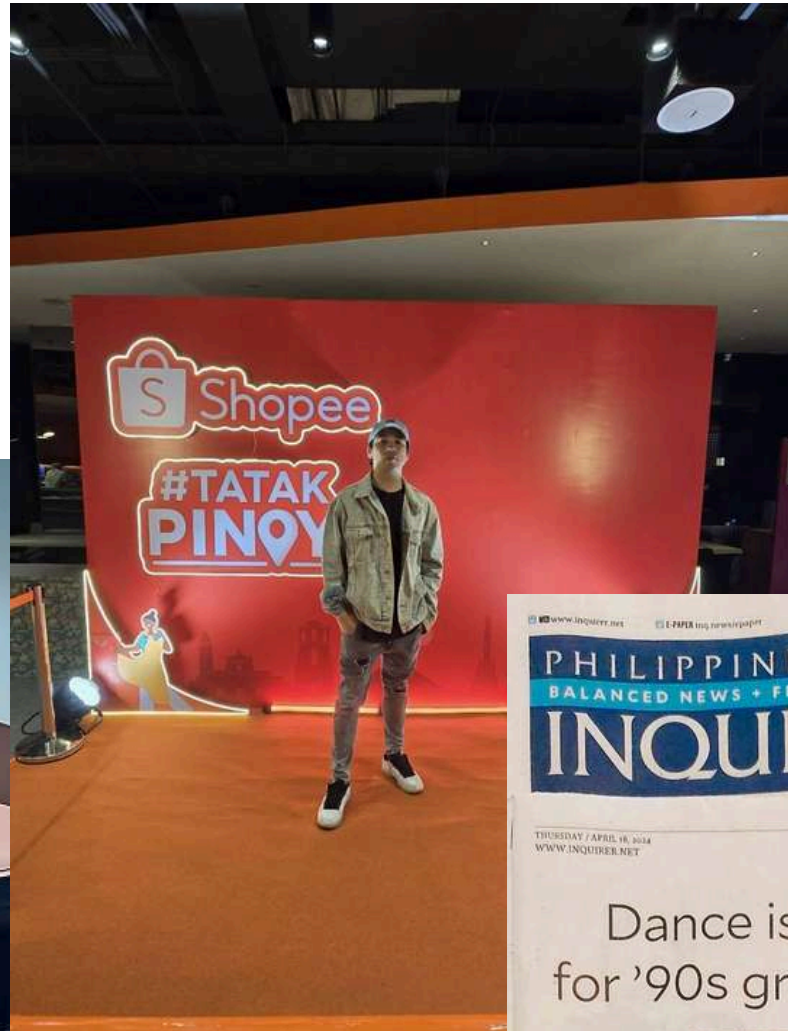




Brand Exposure

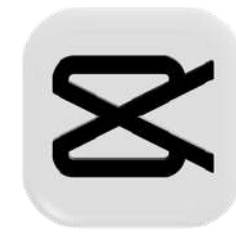


Brand Exposure



Guestings, Press Con, Shoot

Sample Basic Editing





Sample Work

