

JERICO CARLO TINIMBANG

CRM & Lifecycle Marketing • Retention & Reactivation • Marketing Analytics • Fintech / SaaS

Budapest, Hungary (remote / hybrid • EU & global) • jerichocarloat@gmail.com • +36 70 573 4973

LinkedIn: [linkedin.com/in/jerichocarloat](https://www.linkedin.com/in/jerichocarloat) • Portfolio: jerichotinimbang.com

PROFESSIONAL SUMMARY

CRM & lifecycle marketer who turns product and behavioural data into retention and revenue. At Maya, a fintech super-app serving millions of MSMEs, I built segmented lifecycle journeys in CleverTap off cohorts I engineered in SQL / Databricks, reactivating dormant users and turning an ₱82M GTV loss into **₱219M (~€3.5M) GTV**. I own the full lifecycle loop, **data, business case, journey design, cohort, orchestration, and measurement with hold-outs**, and read the analytics myself. Strong fit for CRM / Lifecycle / Retention Marketing roles at SaaS and product companies. Published lifecycle teardowns of Wise and Figma at jerichotinimbang.com.

CORE SKILLS

CRM & Lifecycle: CleverTap, ManyChat, SMS / email / in-app / push journeys, segmentation, onboarding, activation, retention, reactivation, churn, hold-out testing

Marketing Analytics: SQL, Databricks, Tableau, GA4, Looker, cohort & retention analysis, LTV / CAC, funnel metrics, experimentation, dashboards, business cases

Growth & Demand Gen: Full-funnel strategy, paid social, paid search / SEM, SEO, A/B testing, CRO, remarketing

Paid Media: Meta Ads Manager, Google Ads, TikTok Ads, Performance Max, budget management

Web & Product: Framer, Wix, WordPress, landing pages, mobile-first UX; cross-functional with Product, Engineering & Finance

Creative & Tools: Conversion copywriting, Canva, Photoshop, JIRA, Kyuubi, Excel (PivotTables, VLOOKUP)

PROFESSIONAL EXPERIENCE

33 Bondi • Marketing & Web Development Specialist

Remote • Sydney, Australia (client portfolio) • Nov 2025 – Jun 2026

- **Lifted qualified leads +38% (104→144 / month) while cutting cost-per-acquisition 34% (\$168→\$111) for Wollongong Granny Flats** by restructuring Google Search & Performance Max campaigns and reallocating a \$16K+/month budget toward high-intent audiences; Performance Max CPA fell a further 36% (\$135→\$87).
- **Doubled monthly conversions (5→9, +80%) and reduced CPA 48% (\$436→\$227) for furniture brand Obodo** by rebuilding the Google Ads account and Performance Max creative around high-value trade leads, then layering FB/IG content and an email campaign.
- **Rebuilt D4 Bioventures' website in Wix and launched an authority blog program**, sharpening a life-sciences venture studio's credibility with universities, research institutes, and biotech founders.
- **Stood up GA4 analytics, LinkedIn marketing, and repeatable growth playbooks across the consultancy's client portfolio** (Obodo, Wollongong Granny Flats, D4 Bioventures, SWG Capital), aligning paid campaigns to landing pages for cleaner conversion.
- **Designed mobile-first pages in Framer, Wix & WordPress** with sharper CTAs and conversion copy, tightening campaign-to-page alignment and lead quality.

Maya Philippines, Inc. (Maya Business) • Campaign Associate, MSME

Mandaluyong, Philippines • Hybrid • Nov 2024 – Nov 2025

- **Reversed an ₱82M GTV loss into ₱219M (~€3.5M) GTV at 98% SKU uptime** by diagnosing supplier failures and leading a zero-downtime marketplace migration (Load Central → CWI) with Product & Engineering.
- **Drove ₱467M (~€7.5M) GTV (+28%) and grew active transactors 32%** through a tiered rewards mechanic for the Load & Bills Pay program, balancing acquisition, profitability, and partner goals.
- **Reactivated 245 dormant borrowers, ₱19.18M loan GTV and ₱1.26M in service-fee revenue** via CleverTap lifecycle segmentation and personalized offers on Maya Advance.
- **Revived a dormant 33.5K-merchant community, lifting active transactors 35% and GTV 27%** (250–300 weekly qualifiers) by launching weekly, transaction-gated engagement games.

- **Turned cohort data into business cases** analyzing campaign performance in SQL / Databricks and building segmented SMS, email & in-app journeys in CleverTap; partnered with Finance on profitability, payouts, and ROI.
- **Ran co-branded promotions with Smart and Cignal** to grow merchant usage and partner-led revenue, coordinating SKU lifecycle and updates through Kyuubi and JIRA.

Freelance Marketing Specialist • [Game Haven](#) • [Digital District](#) • [Nanowires](#) • [Effluve Santé](#) • [Imusicapella](#) • [Aurore Maison](#)

Remote • 2020 – 2024

- **Reached 292K users / 597K impressions and drove 8,992 link clicks for gaming retailer Game Haven** through paid-media optimization, creative testing, and ManyChat inquiry automation.
- **Grew Digital District engagement +183.8% interactions and +17% reach (34,378 impressions)** with high-impact multi-photo content and chatbot lead flows.
- **Delivered 75,673 impressions and 976 link clicks for Nanowires** via targeted paid ads across Meta, Google & TikTok.
- **Built brand identities, premium labels, and launch-ready mockups** for Effluve Santé (aromatherapy launch) and Aurore Maison (gourmet preserves), plus social & copy for Imusicapella, an internationally awarded Filipino choir (2024 Grand Prix, Béla Bartók Competition, Hungary).

Mechatrends Contractors Corporation • [Data & Quality Assurance Intern](#)

Kawit, Cavite • 2024

- **Built automated QA dashboards in Excel (PivotTables, VLOOKUP)**, cutting manual tracking time 30% and speeding weekly reporting 20%; validated anomalies with engineers to lift compliance consistency.

EDUCATION & CERTIFICATIONS

- **BSc Computer Engineering**, San Sebastian College – Recoletos de Cavite • 2020–2024 • VP, Computer Engineering Society
- **Certifications:** [AI-Powered Performance Ads](#) • [Google Ads – Measurement](#) • [SQL \(Basic\) – HackerRank](#) • [Databricks: Data Engineering](#) • [Databricks: Generative AI](#)
- **Languages:** English (professional working proficiency)