

Contact

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(LinkedIn)

Top Skills

Search Engine Ranking

Creative Writing

Technical Writing

Languages

Tagalog (Native or Bilingual)

English (Native or Bilingual)

Dann Fong

Using Digital Marketing for a better world

NCR - National Capital Region, Philippines

Summary

My Internet Marketing career began in 2008. Starting out as a writer, I slowly included several skills into my repertoire such as Search Engine Optimization (On Page and Off Page), HTML & CSS, Wordpress, Link Building, and Social Media Management to name a few.

I also have extensive experience in Project Management and People Management, handling teams ranging from 10 to 30 people including writers, designers, developers and link builders.

My main goal is to continue to expand my knowledge, make full use of my potential and share what I have learned to other people.

Internet Marketing is more than building links and directing traffic to your website, it's about building your brand on the next great form of media, the World Wide Web.

I am also training myself in building websites using CMS. I have working knowledge of HTML, CSS, and Java. I've built a few sites on my own and am comfortable in building sites from scratch.

Specialties: I specialize in Content Writing, Project Management, On Page SEO, Web Development, Research and Development of new strategies, Link Building, and Social Media.

Experience

Freelance

Digital Marketing Consultant and Content Writer

August 2008 - Present (11 years 10 months)

I am a Digital Marketing Consultant working with several clients from all over the globe. I share what I know and assist my clients in Web Development,

Website Management, Search Engine Optimization, Content Writing, Digital Analytics, Online Advertising, and many more.

The internet is a vast space. I can help guide you through this digital landscape and together, we can achieve your goals.

Hinrich Foundation Ltd
Digital Marketing Manager
March 2017 - June 2018 (1 year 4 months)
Manila

As the Digital Marketing Manager for Hinrich Foundation, I was in charge of managing the website updates and maintenance along with overseeing all social media campaigns, paid advertising, and email marketing.

Accenture
Senior Analyst - Digital Marketing Team Lead
November 2012 - July 2015 (2 years 9 months)

I was the initial lead for the Digital Marketing & Analytics team under the Managed Services Department based in Manila. The team works with different stakeholders within Accenture to accomplish web marketing projects including website SEO, Social Media, and Analytics.

I also acted as the department's Technology POC, CPP SPOC, and Asset Custodian.

Endlessrise Inc
Social Media Director and SEO Project Manager
September 2011 - November 2012 (1 year 3 months)
Philippines

I created and managed a Social Media team to handle several client campaigns. We created accounts for clients, developed content updates, and helped grow their following.

I was also in charge of developing strategies, processes and overall goals for the Social Media department

As an SEO Project Manager, I also helped in developing strategies for the company and the clients based on their goals.

LWS Media

SEO Web Content Manager

June 2010 - August 2011 (1 year 3 months)

Ortigas

Oversaw the implementation of SEO for clients including building backlinks, on-page SEO, reporting, and blog updates. I also managed a team of writers, editors, and link builders.

TrueLogic Online Solutions

Web Content Writer/Content Manager

August 2009 - May 2010 (10 months)

I created several articles a day covering various topics such as travel and health. As Content Manager, I made sure all websites are updated with proper content whether articles, videos, or images.

Education

University of Santo Tomas

Bachelor's Degree, Legal Management · (2004 - 2008)