David Gonzales

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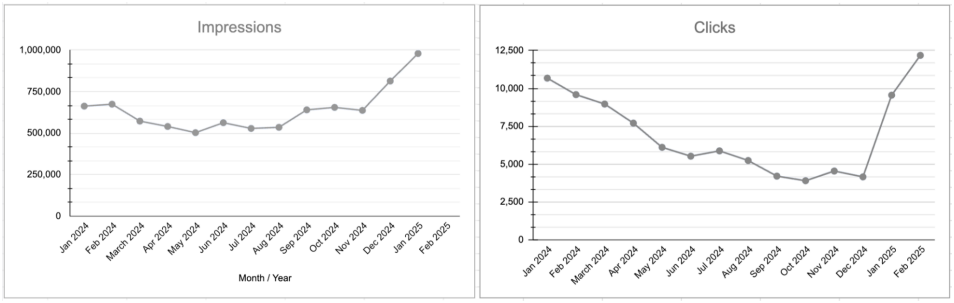
Professional Summary

Seasoned digital marketing strategist, content leader, and SEO expert with 15+ years in scaling online brands and proven track record of boosting organic traffic, engagement, and revenue through strategic content, AI automation, and data-driven efforts. Helping businesses leverage AI, SEO, and PPC for sustainable growth, and apply experience in leading high-performing teams, optimizing search visibility, and executing high-ROI marketing campaigns.

Experience

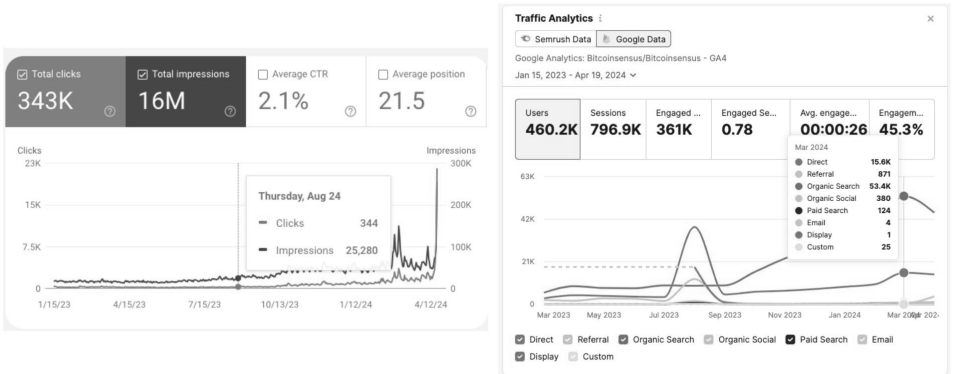
Marketing Manager at **Piloto Asia** (Singapore/Remote) · Aug 2024 - Present (1 yr 2 mos)
pilotoasia.com



- **Tripled monthly search impressions**: From ~528K in Aug 2024 → 1.14M by Mar 2025, driven by optimized content strategy and improved technical SEO.
- **Increased monthly clicks by 117%**: From 5.2K → 11.3K, reversed a year-long decline through refined targeting, UX improvements, and CTR-focused optimizations.
- **Improved search visibility and reduced average position**: From 25.2 to 12.8 avg. pos., making a measurable impact on overall brand discoverability and user engagement.

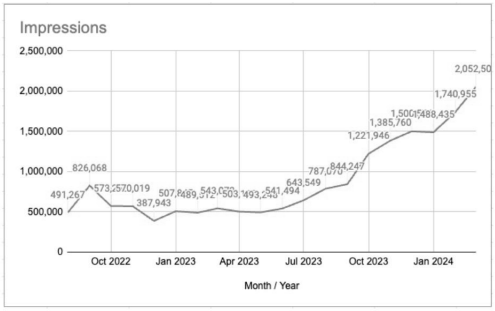
Content Manager at **BTC Markets** (Australia/Remote) · Jan 2025 - Present (9 mos)
btcmarkets.net

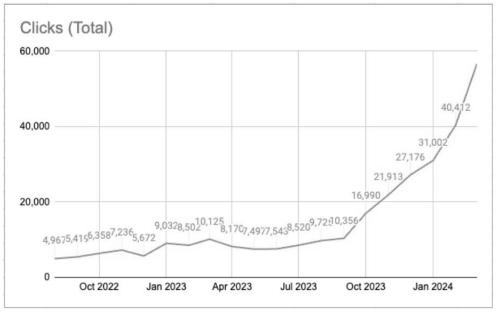
Website Content Manager at **Bitcoinsensus** (Dubai/Remote) · Aug 2023 - May 2024 (9 mos)
bitcoinsensus.com



- **Scaled the team from 3 to 8** (7 writers + 1 social media specialist) while establishing sustainable workflows, editorial guidelines, and performance-focused strategies.

- **Boosted daily impressions from 20K to 250K & clicks from 250 to 20K** with workflow improvements, better content quality, and stronger visibility (Google News and Discover).





- **Increased monthly clicks and quarterly impressions** from 8.5K to 60K and 1.5M to 5M**,** while boosting CTR and conversions through strategic SEO and content execution.

SEO Content Manager at **NCH Software** (Australia/Remote) · Sep 2022 - Jul 2023 (10 months)
nchsoftware.com

Content Manager, Crypto at **MoneyZG (**Dubai/Remote) · Mar 2022 to Sep 2022 (6 months)
moneyzg.co

Editor, News at **Binance (**Remote) · Dec 2021 to Sep 2022 (9 months)
binance.com

Content Head at **SnapEx** (Remote) · Mar 2020 to Sep 2021 (1 year 6 months)
snapex.com

- Led content audits, platform updates, and launched blog + social campaigns to align with company goals.

Content Manager at **Google** (Manila, Philippines) · Jul 2019 to Mar 2020 (9 months)
support.google.com

- Developed Google DSCC's official content style guide, writer training, and hiring systems while leading the launch of Stadia's knowledge base and support workflows.

Head of Content at **Promate** (Dubai, United Arab Emirates) · Jun 2018 to May 2019 (1 year)
promate.net

Product Manager at **Topstrasse Inc.** (Philippines) · Mar 2016 to Jun 2017 (1 year 6 months)

Editor / Content Manager at **Various** (Remote) · Nov 2012 to May 2018 (5 years 6 months)
geekspin.co · androidauthority.com · newsbtc.com · naturalnews.com · cellphones.ca

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Education

Adamson University · AB Mass Communication (2009)

Skills

SEO strategy & optimization · Keyword research & clustering · Content marketing & automation
Technical SEO · Marketing funnel optimization · Content workflow design · Search Console & Google Analytics 4 (GA4) · PPC strategy & ad management · AI-powered content creation