

John Kasomo

Digital Marketing Specialist | Lead Generation Expert

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 [LinkedIn Profile](#)

Professional Summary

Results-driven digital marketing professional with over **5 years of experience** specializing in lead generation through SEO, Google Ads, Social Media, and PPC strategies. Proven ability to drive qualified traffic and generate leads for B2B service providers, with a strong focus on clients seeking **fully furnished office rentals**. Google Ads Certified and trained in over 20 LinkedIn digital marketing courses.

Core Skills & Tools

- **Lead Generation** | Google Ads | PPC Campaigns | SEO (on-page & off-page)
 - **Social Media Marketing** | Email Marketing | Conversion Rate Optimization
 - **SEMRush** | Ahrefs | Google Analytics | Meta Ads Manager | Canva | Google Tag Manager
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Professional Experience

BPOSeats

Digital Marketing Specialist | August 2024 – Present

- Executed multichannel campaigns to attract clients looking for office rentals in Cebu, Alabang, Pampanga, BGC, and Quezon City.

- Launched and optimized Google Ads campaigns, improving lead volume by 45% while maintaining a CPA below target.
- Conducted in-depth keyword research for high-volume terms such as “fully furnished office Cebu” and “BPO seat leasing,” boosting SEO rankings.
- Managed blog content strategy, email drip campaigns, and social media promotions.

ACWICT (African Centre for Women in ICT)

Digital Marketing Manager | February 2019 – June 2024

- Led digital outreach for tech-skills training programs targeting women and youth across Kenya.
 - Supported NGO-based campaigns in health, governance, and ICT4D projects, increasing program awareness by over 60%.
 - Created data-driven reports using Google Analytics and ran Facebook Ads campaigns for program visibility.
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Project Highlights

Office Rental Lead Generation (BPOSeats)

- **Goal:** Generate qualified leads for BPO-ready office spaces
- **Tools:** Google Ads, SEMRush, Tag Manager, Meta Ads
- **Results:**
 - 120+ inbound leads per month
 - 30% lower CPA through optimized bidding and remarketing
 - Improved landing page conversions via A/B testing

SEO Growth Initiative


- **Objective:** Improve organic traffic for service-based office leasing
 - **Strategy:** Keyword targeting, local SEO, content marketing
 - **Results:**
 - 60% increase in organic traffic
 - Top 3 Google rankings for “seat leasing in Cebu” and “BPO offices Philippines”
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Certifications & Training

-  **Google Ads Certified**
 -  **Over 20 LinkedIn Learning Certifications**, including:
 - Digital Marketing Trends
 - SEO Foundations
 - Social Media Strategy
 - B2B Marketing
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Let's Connect

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