MATTHEW BERNARDINO

DIGITAL MARKETING MANAGER · SEO AND AI SEARCH LEAD

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Open to contract and full-time roles

Digital marketing manager with 10 years turning search visibility into qualified enquiries for legal, finance, insurance, AI tech, property and hospitality brands across 8 markets. I run SEO, AI search, paid media, email automation and websites end to end, and I check every number against the CRM before I report it.

+155%
digital leads vs my starting baseline

+126%
lead capture, quarter on quarter

+642%
visits to the enquiry page

587
event attendees vs a 450 target

EXPERIENCE

Mar 2024 – now
Remote · Sydney, AU

Digital Marketing Manager · ExpertsDirect (via Emapta), legal services

- Grew **digital leads 155%** against my starting baseline (**+138%** in my first full year): from about 230 to almost 590 a year, annualised.
- Captured **1,066 leads** through email and automation (**+126% QoQ**); **33,593** emails sent at a **32.9% open rate** (benchmark 24%) and **16.8% click rate** (benchmark 10%).
- Grew website sessions **42%** and enquiry-page visits **642%** with answer-first SEO content, technical SEO and a simpler enquiry journey.
- Built AI search visibility: visits from AI assistants went from **0 to 134**, AI-referred contacts grew **5×**, and citations in AI answers rose sharply.
- Audited Google Ads, GA4 and HubSpot side by side; caught conversions over-reported **7×** and moved all bidding to real enquiries.
- Ran digital for the annual Expert Witness Symposium in Sydney: **587 attendees vs a 450 target**; LinkedIn ads at a **3.05% CTR** (typical 1–2%); LinkedIn following past **4,000**.
- Department AI champion: set up a team of **10 AI agents** (audits, ads, content, LinkedIn, reporting) under approval rules; shipped **22 live site fixes in two weeks**, each with rollback.

Feb 2024 – Jan 2025
Remote · Norway

Digital Marketing Manager · Vespa.ai, AI search and vector database platform

- Marketed an AI search platform whose customers include Apple, Spotify, Perplexity, Yahoo, Etsy, DuckDuckGo, Decathlon and Fiverr.
- Built email marketing automation and audience segmentation for the customer and developer lists.
- Ran the marketing newsletter with high open and click rates; led SEO and content for the website.

May 2023 – Mar 2024
Manila, PH

Marketing Automation Consultant · AIA Philippines, insurance

- Implemented and managed HubSpot for email marketing campaigns.
- Used segmentation and A/B testing to refine strategy and lift engagement; built customer journey flows for each segment.
- Aligned marketing technology with business goals alongside IT/MIS and stakeholders.

Apr 2022 – Apr 2023
Remote · Australia

Senior Digital Marketing Manager · It's Simple Finance, finance

Promoted from Digital Marketing Manager in four months (Apr → Aug 2022).

- Built and ran the customer acquisition strategy with the CMO, COO and CEO.
- Set up and optimised social, PPC and drip campaigns; ran email newsletter and SMS campaigns.
- Set the segmentation strategy for digital traffic and email lists; managed creative, ad and landing page testing.
- Worked with the team on landing pages to lift conversion at every step of the funnel.

Feb 2021 – Apr 2022
Manila, PH

Digital Marketing Supervisor · Forest Lake Development, property

- Managed and optimised paid search, paid social and other online ad accounts.
- Ran the visibility of 30 Facebook pages and 3 websites; led keyword research and performance tracking.
- Ran email newsletter and SMS campaigns supporting all digital initiatives.

Dec 2018 – Feb 2021
Manila, PH

Digital Marketing Officer · Vista Hotel Group (Mella Hotel, Boracay Sands), hospitality

Promoted from Digital Marketing Assistant (Dec 2018 → Apr 2019).

- Managed the websites and online visibility of Mella Hotel and Boracay Sands Hotel.
- Optimised spend and performance from trends and back-office data; led brand initiatives in target markets.
- Measured and reported performance of all digital campaigns against goals.

Jul 2016 – Dec 2018
Las Piñas, PH

Administrative Aide II · Local Government of Las Piñas

- Coordinated schedules and meetings for managers; trained 2 administrative assistants during an expansion.

PERSONAL PROJECT

2026
Philippines

Portraits on 360 · 360 wedding films, portraitson.ph

- Designed and coded the website from scratch; set up Search Console and GA4, automated booking emails and chat replies, and launched the first Meta ad campaign.

SKILLS AND TOOLS

SEARCH	Technical SEO, content SEO, schema, Search Console, GA4, Yoast, Google Trends
AI	AI search (GEO), answer-first content, Claude, ChatGPT, AI agents and automation
PAID	Google Ads, LinkedIn Ads, Meta Ads
CRM / EMAIL	HubSpot, ActiveCampaign, Brevo, segmentation, A/B testing, lead nurture
WEB	HTML, CSS, JavaScript, WordPress, Elementor, Cloudflare
REPORTING	Dashboards, weekly scorecards, lead attribution to CRM

MARKETS AND INDUSTRIES

MARKETS	Philippines, Australia, Singapore, UK, Norway, USA, New Zealand, Latvia
INDUSTRIES	Legal, finance, insurance, AI tech, direct selling, property, hospitality

EDUCATION AND CERTIFICATE

2013 – 2016	BS Travel and Tourism Management, Lyceum of the Philippines University, Manila (2012 – 2013 at Far Eastern University)
2017	Civil Service Professional eligibility

REFERENCES

Dexter Choong, Head of Marketing, Brand & Growth, It's Simple · Ann Tan, Director of Sales and Marketing, Mella Hotel · Christian Arines, Head of Digital Marketing and MIS, Forest Lake Development. Contact details on request.