




DIGITAL MARKETING

**HG**  **The  
Digital  
Marketer**

SERVICES SINCE 2015



## HEY, I'M HERSON

My name is Herson Jay Gumawa, and I'm a senior operations and ecommerce marketing leader with over 20 years of progressive experience, spanning BPO operations, digital marketing, revenue cycle management, and ecommerce strategy.

Throughout my career, I've had the opportunity to lead large-scale teams, manage multimillion-dollar budgets, and drive measurable results across very different industries from BPO and healthcare to digital marketing and ecommerce. Each chapter has added a new layer to how I think about operations, people, and growth.

I hold a BS in Business Administration majoring in Marketing Management from De La Salle University, and over the years I've built a strong tech stack fluency across tools like Shopify, HubSpot, Klaviyo, GoHighLevel, and the full Google Suite, alongside project management platforms like Asana, Monday.com, and ClickUp.

What ties everything together is my ability to bridge strategy and execution whether I'm building systems from the ground up, leading cross-functional teams, or running full-funnel marketing campaigns. I'm someone who can zoom out to see the big picture and zoom in to get things done.



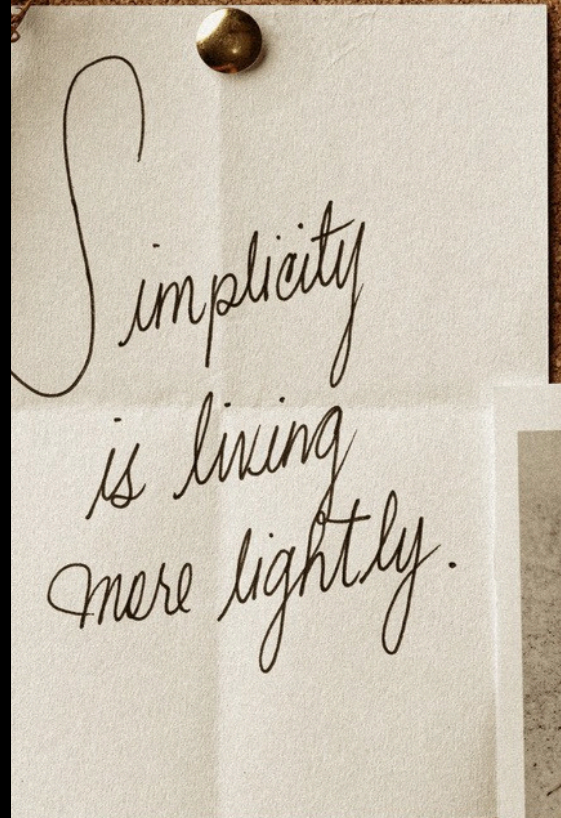
# UNLEASHING YOUR CREATIVE POTENTIAL

I manage relationships with both internal and external partners, from healthcare payers and ecommerce clients to digital agencies and cross-functional teams, consistently seeking ways to strengthen these connections and deliver measurable added value. With over 20 years of experience spanning BPO operations, revenue cycle management, and digital marketing, I provide technical expertise that informs the effective execution of strategic initiatives, whether optimizing a billing workflow, launching a paid media campaign, or leading a full-scale account transition.

As a senior operations and marketing leader, I have directly managed teams of 200 to 400+ associates across IBM, Synnex-Concentrix, and HealthyBOS Global Support, ensuring operations consistently meet client expectations while maintaining full compliance and operational excellence. My digital marketing leadership at Natura Formulas Inc. and Pigment drove a 45% increase in online sales, a 30% reduction in customer acquisition costs, and a 60% boost in brand engagement.

I excel in strategic planning, innovative team development, and a deep understanding of client needs. Holding a BS in Business Administration from De La Salle University, complemented by certifications in Lean Six Sigma, SEO/SEM, and CRM automation, I build effective business plans that increase profitability while elevating the customer experience.

Using platforms like Shopify, HubSpot, Klaviyo, and GoHighLevel, I help businesses build scalable offerings that stand out in competitive markets. Backed by metrics like a 98% clean claim rate in healthcare and double-digit client growth in digital marketing, I drive sustainable growth and foster lasting partnerships.



**EMBRACE THE  
WORLD *around*  
YOU AND LET IT  
*shape* YOUR  
CONTENT.**

# *Developing* **A STRONG CLIENT FUNNEL**

01

## **DEFINE YOUR TARGET AUDIENCE**

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

02

## **CREATE COMPELLING CONTENT**

Produce high-quality and relevant content that showcases your expertise, engages your target audience, and drives them to take action.

03

## **BUILD A CAPTIVATING ONLINE PRESENCE**

Establish a professional website, optimize your social media profiles, and showcase your portfolio to attract and retain clients.

04

## **ENGAGE AND NURTURE RELATIONSHIPS**

Interact with your audience through comments, messages, and email newsletters to build trust and foster long-term connections.

05

## **OFFER IRRESISTIBLE VALUE AND SERVICES**

Provide valuable resources, services, and packages that address your clients' needs, demonstrating your expertise and value as a content creator.

# Websites

**I HAVE CREATED**

**>>>CLICK THE LINK>>>**

**NATURA FORMULAS INC**

**MILLION DOLLAR COACH**

**CANTICKET APP**

**CANDID MARKETING**

**PRODUCT EVO**

**HUI HUI LEK**

**HOOK POINT FOR RUSSELL BRUNSON**

**INNER WORLD TRAINING**

# *Sample Videos and Graphics*



**CLICK HERE FOR THE VIDEO**

**[Click here for the sample videos and graphics](#)**

**[Marketing Plan for a Real Estate Company.](#)**

# *Awesome* **MARKETING MANAGER**



## **CAPTURE YOUR CREATIVE ESSENCE**

With over 20 years in BPO operations, digital marketing, and revenue cycle management, I have led teams of 400+ associates, driven a 45% increase in online sales, and maintained a 98% clean claim rate in healthcare.



## **IGNITE THE BRAINSTORMING PROCESS**

I gather my creative energy and brainstorm business names that reflect my 20 years in operations, digital marketing, and ecommerce. I explore wordplay, alliteration, or metaphors tied to growth, strategy, and leadership.



## **ENGAGE YOUR TARGET AUDIENCE**

Once I have a list of potential names, I put myself in the shoes of my target audience. I evaluate each name's appeal and consider how it aligns with their preferences, interests, and expectations. I think about the impression each name will make and whether it effectively communicates the essence of my content.



## **BRING IT ALL TOGETHER**

Armed with feedback and insights, it is time for me to make a final decision. I consider the marketability and memorability of each name. I reflect on how it sounds, its ease of pronunciation, and its potential for visual branding.

**STAY FOCUSED  
ON YOUR OWN**



*unique* **JOURNEY**



**AND CELEBRATE**

**YOUR** *progress.*



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