



Von Karlo B. Dela Cruz

GROWTH MARKETING · DIGITAL STRATEGY ·
REVENUE OPERATIONS

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PROFESSIONAL SUMMARY

Marketing, sales, and business operations professional with over 20 years of experience helping organizations attract customers, improve processes, and grow revenue. My background spans digital marketing, CRM, SEO, business development, customer success, workflow automation, and web application development. I build practical systems that simplify work, improve customer experience, and deliver measurable business results.

AREAS OF EXPERTISE

Digital Marketing Strategy

SEO

CRM & Lead Management

Marketing Automation

Sales Enablement

Business Process
Improvement

Customer Success

WordPress & Elementor

No-Code App Development

Copywriting

Landing Pages

AI Productivity Tools

SELECTED PROJECTS

Amorta

REAL ESTATE SALES SYSTEM · AMORTA.ONLINE

Problem. Brokers were pricing deals across spreadsheets, Messenger threads, and calculators, with no single place to build a proposal.

Built. A Progressive Web App that automates affordability analysis, amortization schedules, commission computation, ROI analysis, and branded PDF proposals — deployed, with a live waitlist and demo dashboard.

Parenta

PROPERTY MANAGEMENT SYSTEM · PARENTA.ONLINE

Problem. Property managers tracked tenants, rent, and billing across spreadsheets with no central visibility into a property's health.

Built. A platform covering tenant management, rent tracking, billing, payment monitoring, and reporting — one source of truth for the operation.

Solar Sales Performance Dashboard

SALES INTELLIGENCE

Problem. A solar company had sales and marketing performance scattered across reports, with no single view of pipeline or lead sources.

Built. A KPI dashboard tracking revenue against target, funnel conversion, lead sources, and rep-level quota performance in one view for leadership.

The Couch Workshops

TRAINING PROGRAM

Designed and delivered practical workshops on digital marketing, CRM, automation, AI productivity, and lead generation.

PROFESSIONAL EXPERIENCE

- 2025 - Present

Freelance Web Developer & Digital Solutions Consultant

Design business websites, PWAs, CRM systems, and workflow automation solutions using WordPress, Elementor, and Supabase. Build practical digital systems focused on efficiency and usability.
- 2022 - 2025

Sales & Marketing Trainer

Delivered workshops on digital marketing, CRM, marketing automation, AI productivity, and sales enablement.
- 2020 - 2022

Account Manager · PiVision Philippines

Managed B2B relationships with hospitals, ophthalmologists, optometrists, and optical clinics while developing new business.
- 2014 - 2020

Associate Sales Director / Sales Manager · SMDC & Federal Land

Led sales teams, implemented CRM-driven sales processes, mentored agents, and supported revenue growth through digital marketing.
- 2010 - 2012

Account Manager · Spinweb Inc.

Managed SEO, PPC, website development, and digital marketing campaigns.
- 2008 - 2010

Medical Representative · OEP Philippines

Managed healthcare accounts and exceeded sales objectives.
- 2006 - 2008

Escalations / Collections Specialist · Convergys (Sprint) / HSBC

Resolved customer escalations and collections cases while maintaining compliance and service quality.
- 2001 - 2005

Segment Producer · ABS-CBN

Managed television production projects from research through broadcast.

ABOUT ME

I Build Marketing Systems That Solve Business Problems.

Over the last two decades, my career has taken me through television production, customer service, healthcare sales, digital marketing, real estate, and software development. At first glance, those roles might seem unrelated. To me, they all taught the same lesson: every successful business runs on well-designed systems.

I've never been interested in creating marketing just for the sake of being creative. I enjoy understanding how a business works, identifying what's slowing it down, and designing practical solutions that make it easier to attract customers, support teams, and grow sustainably.

That mindset has led me to build websites, CRM workflows, landing pages, business dashboards, marketing campaigns, and Progressive Web Apps like Amorta and Parenta. Each project started with a business problem—not a

technology or design trend—and every decision was made to improve the overall customer experience.

I enjoy working where strategy meets execution. I like asking questions, organizing information, simplifying complex processes, and turning ideas into systems that people actually use.

This portfolio is a collection of those systems. Some are websites. Some are applications. Some are content and campaigns. Together, they represent how I approach marketing: not as isolated tactics, but as connected experiences that help businesses communicate better, operate more efficiently, and create lasting value.

If there's one thing I'd like people to take away from my work, it's this:

Good marketing isn't just about getting attention. It's about building systems that earn trust, create momentum, and help businesses grow.

EDUCATION

- Bachelor of Arts in Arts Management

De La Salle–College of Saint Benilde
- High School

Colegio San Agustin Makati · Batch 1995

TECHNOLOGY

- WordPress

Elementor

Supabase

Progressive Web Apps
- HubSpot CRM

Google Workspace

ChatGPT

Claude
- Mailchimp