

RONALD TINGZON TOLENTINO

DIGITAL MARKETING & MARTECH LEADER | PERFORMANCE GROWTH | UAE REAL ESTATE

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EXECUTIVE PROFILE

Strategic digital marketing and MarTech professional with 8+ years of digital marketing experience and a career foundation spanning technology, web development and creative delivery in the UAE since 2008. Connects commercial priorities with paid media, lead generation, CRM, automation, analytics and conversion-focused web experiences. Recognized for improving acquisition performance, creating decision-ready reporting and coordinating marketing and technical stakeholders in UAE real estate.

LEADERSHIP EXPERTISE

Digital Marketing Leadership	MarTech, CRM & Automation	Growth Strategy & Lead Generation
Performance & Budget Governance	Analytics & Executive Reporting	Stakeholder & Agency Alignment

SELECTED BUSINESS IMPACT

- Delivered an average cost per lead of AED 178 while maintaining lead quality and pipeline contribution.
- Achieved a 16.5% lead-to-qualified-stage rate across marketing and sales qualification stages.
- Led full-funnel acquisition across search, social and display for a major UAE real-estate business.
- Connected CRM systems, landing pages and reporting workflows to improve lead capture, routing and performance visibility.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist | Hamptons International Dubai | Jan 2025 - Mar 2026

Dubai, United Arab Emirates

- Owned day-to-day performance across Google Ads, Meta and other digital platforms, governing ROI, CPC, CPL and conversion outcomes.
- Achieved an average cost per lead of AED 178 while maintaining lead quality and pipeline contribution.
- Drove a 16.5% lead-to-qualified-stage rate across marketing and sales qualification stages.
- Built management reporting dashboards, identified optimization priorities and translated performance trends into clear recommendations.
- Aligned creative, web and campaign delivery; directed A/B testing across audiences, assets, landing pages and channels.

Digital Marketing Strategist | AQUA Properties | Apr 2019 - Dec 2024

Dubai, United Arab Emirates

- Led full-funnel digital acquisition across search, social and display for UAE real estate.
- Set data-led campaign priorities using performance analytics, customer insights and commercial objectives.
- Improved acquisition efficiency through ongoing governance of targeting, creative, landing pages and cost per lead.
- Integrated CRM systems with landing pages to automate lead capture, routing and follow-up.
- Established KPI tracking and performance reporting for marketing stakeholders and decision-makers.

Web Developer / Digital Marketing | Alliance Investments Ltd | Jun 2018 - Mar 2019

Dubai, United Arab Emirates

- Delivered websites and campaign landing pages aligned to performance, usability and lead-generation objectives.
- Coordinated web, user-experience and marketing requirements to support campaign planning and execution.

EARLIER EXPERIENCE

Senior Web Developer | One Broker Group | Feb 2017 - Jun 2018

Developed responsive real-estate web experiences and single-page applications; optimized front-end performance and supported Facebook advertising.

UI / Front-End Web Developer | Leader Healthcare FZCO | Dec 2015 - Jan 2017

Developed responsive, multilingual web experiences and AngularJS applications for international audiences.

UI / Front-End Web Developer | Danube Group | Jun 2014 - Nov 2015

Led web projects from briefs and wireframes through development and usability testing; supported ecommerce and digital campaign assets.

Web Designer / Developer | BDB Advertising Co. LLC | Mar 2012 - Jun 2014

Created client marketing websites, campaign assets, prototypes and responsive front-end interfaces.

Graphics / Web Designer | Kingsgate Real Estate | Mar 2011 - Mar 2012

Designed digital assets and converted approved concepts into deployed marketing websites.

Graphic Designer / IT Support | MastersCrane Co. LLC | Apr 2010 - Mar 2011

Produced print and digital collateral, promotional materials and day-to-day technical support.

Graphic Designer | Green Advertising LLC | Jul 2008 - Jan 2009

Designed advertising collateral, outdoor graphics, promotional materials and production-ready artwork.

TECHNOLOGY & PLATFORMS

Google Ads, Meta Ads, GA4, SEO/SEM, Salesforce CRM, Salesforce Marketing Cloud, Bitrix24, executive dashboards, conversion tracking, HTML, CSS, JavaScript, PHP, React, AngularJS, Shopify and Magento

EDUCATION

Bachelor of Science in Computer Science | Technological University of the Philippines, Manila

Computer Technology | STI, Philippines

MANAGEMENT VALUE

Commercially focused: Connects campaign metrics to lead quality, pipeline contribution and growth priorities.

Cross-functional: Translates business requirements for creative, media, web, CRM and analytics stakeholders.

Technically fluent: Evaluates implementation detail without losing sight of customer experience or commercial outcomes.