

CHRISTIAN POL PELIGRINO

Digital Marketing Specialist - Shopify & E-Commerce Growth

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Profile

Digital marketing specialist with 5+ years of experience growing Shopify and DTC e-commerce brands through paid advertising (Meta & TikTok), conversion rate optimization, and email/retention marketing. Generated **\$8.5M+ in client revenue** and managed **\$2.7M+ in ad spend** (budgets from \$1K to \$150K+/month). Deep experience with **apparel and product-based brands**, including Shopify stores that reached Shopify's official 100,000-order and 10,000-order milestones. Data-driven, hands-on, and accountable to ROAS and revenue, not vanity metrics.

Key Results

ROAS: 3.14x blended (2.85x to 3.36x YoY) | Anime Ape - \$2.1M+ managed across 2 years, Meta + TikTok
Order growth: +141% (38,316 orders in 10 months) | UK clothing brand - £2.49M total revenue, 3.63x ROAS
Conversion rate: 5.42% (+26% improvement) | UK clothing brand - CRO + email flows
Returning customers: +124% (7.08% return rate) | UK clothing brand - retention automations
CPA: Under £11, 1,000-1,200 subscribers/month | Subscription apparel brand - 11,868 members in 14 months
Store launch: £1.29M revenue, 10,000+ orders from zero | New premium apparel brand - bundle-first strategy

Professional Experience

Freelance Media Buyer - Anime Ape (Shopify apparel, print-on-demand)

2023 - Present

- Manage full paid acquisition for a Shopify apparel store across two Meta ad accounts and TikTok Ads (top-of-funnel + dynamic retargeting).
- Drove annual revenue from **\$2.6M to \$4.1M** within one year via a repeatable scaling system; **~\$75K-\$100K/month ad spend at 2.85x-3.36x ROAS**.
- Modernized campaign structure to Advantage+ Shopping Campaigns (ASC) and CBO; built a rotating creative testing process to combat ad fatigue.
- Used Google Analytics for daily budget pacing and scaling decisions - grew volume while protecting profitability.

Freelance Media Buyer & Email Marketing - UK Clothing Brand (NDA)

10-month engagement

- Scaled a Shopify clothing brand to **£2,491,984 total revenue at 3.63x ROAS on £64,869 ad spend**.
- Drove **38,316 orders (+141% YoY)** and improved site **conversion rate to 5.42% (+26%)**.
- Increased returning customers by **+124%** through email automations and retention flows.
- Store crossed Shopify's official **100,000-orders milestone** during the engagement.

Freelance Media Buyer - Monthly Tee Club (subscription apparel)

14-month engagement

- Acquired **1,000-1,200 new subscribers/month (11,868 total)** while keeping CPA under £11.
- Built niche-specific campaign structure (horror, gamers, sports fans) with daily creative testing and real-time budget pacing.
- Kept acquisition profitable against a 3-month payback model and a 1,200/month fulfillment capacity cap.

Media Buyer / Landing Page Builder / Automations Specialist - Social Gravy

June 2024 - Present

- Generate qualified leads via Facebook & TikTok Ads for client businesses (e-com, law firms, agencies).
 - Design custom landing pages per campaign and build Zapier automations connecting ads to client CRMs.
 - Develop email sequences that nurture prospects and lift conversion rates.
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Earlier Experience

Sales Executive - Philcopy Corporation (Sep 2022 - Jan 2023): field/online prospecting, quota achievement, Facebook Ads for product marketing. **Assistant Branch Head - Silicon Valley Computer Group Phils / Scan & Print Graphic House** (Nov 2019 - Aug 2021): branch operations, inventory, staff supervision, gross profit quotas. **Marketing Associate - Redlemon Digital Media** (Apr - Sep 2019): online/offline campaign planning, social media management, campaign graphics. **CSR - Teleperformance** (Sep 2018 - Jan 2019).

Skills & Tools

Shopify & E-Commerce: Store management & optimization, CRO, landing pages, GA4, pixel & tracking setup (builder of the Omni Pixel Helper tool).

Paid Advertising: Meta Ads (Facebook/Instagram), TikTok Ads, X Ads - full-funnel: ASC, CBO, retargeting, creative testing at scale.

Retention & Email: Welcome & abandoned-cart automations, segmentation, campaign flows, retention/retargeting programs.

Creative & Automation: Graphic design, video editing, UGC direction, ad copy; Zapier & Make.com automations; ClickFunnels & Unbounce landing pages.

Education

BS in Business Administration, Marketing Management - Central Mindanao University (2014-2018), College Honor. **Gingoog Christian College** (HS, Salutatorian); **Manuel Lugod Elementary School** (With Honors).