

MATTHEW RYAN ADAO

DIGITAL MARKETING & GRAPHIC DESIGN

PROFILE

Creative and detail-oriented digital marketer with a Bachelor's in Finance & Law and 5+ years of experience in e-commerce, design, and brand development. Skilled in Shopify, Klaviyo, Adobe Creative Suite, and social media strategy. Strong communicator with a proactive mindset and passion for building meaningful brand experiences.

LANGUAGES

- English (Fluent)
- Tagalog

SKILLS

- Adobe Creative Suite
- Social Media Strategy (Meta, TikTok, YouTube, Pinterest)
- Advertisements (Google Ads, Meta Ads)
- Conversion Rate Optimization (CRO)
- SEO & SEM for E-Commerce
- Shopify & E-commerce Management
- Budgeting & ROI Optimization
- Klaviyo Email Marketing; Data-Driven Design (Analytics & A/B testing)
- UX/UI Principles
- Trend Forecasting & Market Research
- Campaign Development
- Customer Engagement & Growth Strategy
- Google Analytics / GA4 (Data Analysis)
- Customer Relationship Management (CRM platforms)
- Product Launch Management
- Time & Project Management
- Collaboration & Communication with Cross-Functional Teams

CONTACT

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www.matthewadao.com

LICENSES

- B.S Business Administration (Finance & Law)
- A.A Accounting

SOFTWARE TOOLS

- Microsoft Office Suite
- Adobe Creative Suite (Adobe Premiere, Illustrator, Indesign, Photoshop, Lightroom, After Effects)
- Canva
- Shopify/ Klaviyo
- Figma

EDUCATION

B.S Business Administration; Finance/Law
California State University, Los Angeles 2022-2024

Balanced full-time academic studies with entrepreneurial and creative work in digital marketing.

Relevant coursework: Business Law, Financial Analysis, Marketing Strategy

A.A Accounting
Los Angeles Valley College 2022-2024

Relevant Coursework: Sustainable Architecture, Urban Planning, Structural Systems.

EXPERIENCE

Exotic Blvd – Los Angeles, CA

Digital Marketing & E-Commerce Manager | June 2020 – Present

- Executed digital campaigns, scaling audience to 1M+ Followers and converting 40K+ customers
- Designed newsletters, banners, product pages, and promotional materials to support seasonal sales and product launches
- Managed the full Shopify ecosystem: product uploads, SEO optimization, performance analytics, and real-time inventory tracking.
- Built Klaviyo email flows for conversions and retention
- Directed end-to-end e-commerce operations—including design, marketing, logistics, and fulfillment—ensuring seamless customer experiences.
- Produced data-driven insights from analytics to refine campaigns and maximize ROI across digital channels.
- Partnered with wholesale companies to create steady revenue streams while managing multi-channel integrations (Amazon, Walmart, eBay, TikTok Seller, etc.).

Insight Asset Advisory Group – Los Angeles, CA

Assistant Coordinator | June 2019 – 2020

- Clerical tasks, budgeting, and event planning
- Supported financial advisors and managers with scheduling, client communications, and document preparation
- Assisted in organizing financial records and client meetings
- Customer Service Representative
- Conducted light research and data collection to support financial analyses and reporting.