Contact

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Top Skills

Go-to-Market Strategy
Data Mining
AI Automation

Jonathan de Belen

GTM Engineer | Lead Gen | Business Intelligence | AI Automation | API Integration & Claude Integration | Digital Marketing
Ho Chi Minh City Metropolitan Area

Summary

Beyond traditional BI tools, I'm hands-on with emerging AI technologies including Claude AI, API integration, MCP protocols, and command-line tools for streamlined automation—enabling organizations to build intelligent, scalable solutions

Experience

Stratenergy Training Services
GTM Engineer
June 2026 - Present (4 months)
South East Asia

Built and manage full-funnel lead generation infrastructure for a B2B energy training company serving Southeast Asia and the Middle East (Philippines, Malaysia, Singapore, Thailand, Vietnam, Indonesia).
- Designed and run segmented cold email campaigns across multiple course tracks
- Built GoHighLevel automation and CRM workflows to manage the full lead-to-delegate pipeline
- Developed and maintain the company website with SEO-focused architecture
- Own end-to-end digital marketing strategy, execution, and reporting for a client generating revenue

Lead Gen PH
Community Manager
February 2026 - Present (8 months)
Philippines

Community Manager for Lead Gen PH. A community of people who wants to learn Lead Generation for clients in PH and abroad.

Forward Tech Works
Head of Business Intelligence and Marketing
January 2026 - June 2026 (6 months)
Philippines

Tier One Entertainment

Head Of Business Intelligence

May 2021 - December 2025 (4 years 8 months)

Philippines

- Creation of AI Agents to help the company scale
- Leads the company in keeping up with the latest AI tools and trends
- Connects Tier One with suppliers to help campaigns hit targets
- Supports all departments regarding their data needs
- Creates visual data reports to interpret data points
- Transforming manual to automated reports
- Assist campaigns by leading the team of Ad Operations for Paid media
- Improved branded reports to customize based on client's need
- Open up new technology-based revenue streams
- Help the company transform into a more data-driven approach

INQUIRER.net

14 years

Senior Manager of Digital Content Distribution

January 2020 - June 2021 (1 year 6 months)

Makati City

- Leads Content Distribution Team (Social Media, SEO, Design, Analytics)
- Provides data analysis for all digital strategies
- Help transformed Bandera print to digital
- Improving Search and Social traffic
- Helps in optimizing Programmatic Ads

Digital Content Distribution Manager

July 2018 - January 2020 (1 year 7 months)

NCR - National Capital Region, Philippines

- Formed the Crowdsourcing team for additional content for both website and social media.
- Coordinates with Esports team to reach more and younger audience.
- Guides a small team on how to optimize Facebook Ads to increase Page Likes and engagement versus competitors
- Coordinates with SEO team on how to increase search traffic.
- Transformed Cebu Daily News print to a pure digital group.
- Leads a team to A/B test website design, layout, widgets to achieve the highest traffic without sacrificing user experience.
- Coordinates with the Content team to write about trending topics and keep our site updated with the latest topics.

Content Distribution Strategist
February 2016 - June 2018 (2 years 5 months)
Makati City

Handles social, analytics, search, content, adops, web dev teams to ensure that company goals are met. Leads the team in integrating the latest technologies such as Facebook Instant Articles, Accelerated Mobile Pages, Header Bidding, Progressive Web App. Coordinates closely with COO in creating strategies to help increase Pageviews and Revenue.

SEO Supervisor
June 2012 - February 2016 (3 years 9 months)

Creates SEO Strategies and supervises web developers in creating and maintaining website for Inquirer Interactive Inc.
Works with an external team of Link builders and guides social media experts, Editorial team on trending topics and issues.
Handles Google Analytics, Google Insights, Google Adwords of Inquirer Interactive Inc.

Sr. Web Developer
July 2007 - June 2012 (5 years)
Makati City

Created and maintained web applications for Inquirer Interactive Inc, one of the leading news websites in the Philippines, such as Most Read stories, Wordpress customization, Real time live scores, Online polls, and more.

GamePal Inc.
Web Developer
January 2007 - June 2007 (6 months)
Pasig City

Created web applications for Gamepal International Inc such as MMO Banking, Fansite, Attendance Monitoring and Payroll system, Software and Hardware Troubleshooting, maintenance of VPN Server, Web Server, Network room.

Globe Telecom
Programmer Trainee
January 2006 - June 2006 (6 months)

Education

Univesity of the Philippines Institute of Technology Training Center

PHP, SEO · (2006 - 2006)

Mapua Institute of Technology

Information Technology, Java Programming · (2002 - 2006)