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## Jefferson Basa

### Head of Digital at Wells Fargo

## 15 Years of experience

Results-driven digital marketing leader with 15 years of expertise in content marketing, SEO, PPC, email automation, and martech. Currently leading a global in-house creative agency, driving the development of high-impact digital campaigns, microsites, and automation tools to enhance advertising performance. Skilled in cross-functional team leadership, data-driven decision-making, and innovative marketing solutions that maximize engagement and ROI.

### VP, Digital marketing manager | 4 years

Wells Fargo - In-House Ad Agency | Oct 2021 - present

**Lead Generation:** Develop and implement targeted digital marketing campaigns designed to generate high-quality leads for prospective new clients and effectively convert them into actual clients. Develop and optimize creative strategies for multivariate testing, dynamic content, and personalization for email newsletters and landing pages, driving rapid learning and operational success.

**Strategy Development:** Create and execute comprehensive digital marketing strategies that align with the client's goals, focusing on increasing visibility, engagement, and client acquisition. Develop and implement all multi-channel customer journeys for engagement, retention, growth, and re-activation lifecycle campaigns. Develop project estimates, scopes, performance reports, and timelines for deliverables. Create and manage employee KPIs, including utilization, quality, SLAs, and team engagement.

**Content Creation:** Oversee the development of engaging content across various digital channels, including website, blog, social media, and email campaigns, tailored to attract and convert potential clients. Ensure compliance with data privacy regulations (GDPR, CCPA) and email marketing laws (CAN-SPAM Act), as well as ADA standards.

**SEO and SEM:** Optimize website content and manage search engine marketing (SEM) campaigns to enhance search visibility and drive traffic to lead-generating pages.

**Analytics and Reporting:** Monitor, analyze, and report on key performance metrics related to lead generation and conversion, using insights to refine strategies and improve outcomes.

**Email Marketing:** Design and execute targeted email marketing campaigns to nurture leads, keep prospective clients engaged, and encourage conversions.

**Team & Collaboration:** Work closely with and other stakeholders to ensure marketing efforts are aligned with strategic goals and client needs. Stay abreast of industry standards to drive informed decisions and innovative strategies. Foster a culture of proactive problem-solving and continuous learning. Lead a global team across the US and Manila, overseeing the creation of high-quality landing pages, email campaigns, paid media, web applications, blogs, and automation to support marketing initiatives.

**Tools:** Salesforce Marketing Cloud, Eloqua, Litmus, Browserstack, ADA Wcag, WordPress, AEM, Confluence, Jira, Aprimo, OpenText, Adobe CC, GitHub, Bootstrap, SharePoint Online, Power Apps & Automate, Figma, InVision, Google Analytics, Tag Manager, Looker Studio

### AVP, Digital Lead | 4 years

Wells Fargo - In-House Ad Agency | May 2017 - Oct 2021

- **Led global teams** in developing and optimizing landing pages, email campaigns, paid media, automation, and web applications to enhance marketing efforts.
- **Implemented data-driven strategies** for A/B testing, personalization, and automation while ensuring compliance with industry regulations.
- **Managed martech platforms** including Salesforce Marketing Cloud, AEM, WordPress, and Google Analytics, driving governance, integration, and performance improvements.

## Senior web developer | 2 years

Wells Fargo – In-House Ad Agency | May 2015 – May 2017

- **Developed and maintained web pages**, email newsletters, and marketing automation workflows using Eloqua, WordPress, and SharePoint.
- **Optimized digital assets** for performance, accessibility, and SEO while analyzing engagement metrics via Google Analytics and Tag Manager.
- **Collaborated cross-functionally** with designers, developers, and content teams to execute high-impact digital marketing campaigns.

## Senior web developer | 3 years

Emerson | Aug 2012 – May 2015

- **Managed corporate websites and email marketing** using Eloqua, CMS platforms, and SharePoint to support global digital initiatives.
- **Led web translation** projects and coordinated content localization efforts with country managers.
- **Implemented data-driven improvements** using web analytics and A/B testing to enhance engagement.

## Web designer | 2 years

Emerson | Aug 2010 – Aug 2012

- **Designed and developed digital assets**, including banners, email newsletters, and marketing collateral, ensuring brand consistency.
- **Executed web maintenance** and ensured compliance with accessibility and web standards.
- **Monitored site performance** and optimized user experience with Google Analytics.

Skill Area	Tech Stack / Tools
Digital Marketing Strategy	Google Ads, Meta Ads, LinkedIn Ads, HubSpot
SEO & Content Marketing	Google Search Console, SEMrush, Ahrefs, Yoast
Email Marketing & Automation	Salesforce Marketing Cloud, Mailchimp, Marketo
Analytics & Performance Tracking	Google Analytics, Looker Studio, GTM,
Web & App Development Oversight	WordPress, HTML/CSS, JavaScript
Martech & Personalization	Vendor management, Adobe Target, Google Optimie, Ampscript
UX/UI Design & Wireframing	Adobe Creative Cloud ,Figma, Sketch, InVision
Leadership & Coaching	Coaching, Business Reviews, Stakeholder Management
Project & Workflow Management	Jira, Trello, Monday.com, Asana
Collaboration & Reporting	Slack, Microsoft Teams, Power BI
Process Improvement	Six Sigma, Design Thinking, Agile Methodologies

## Certifications

- Lean six sigma Yellow Belt certification
- Microsoft certified professional in programming with html5, css3 & javascript
- Microsoft SharePoint Application Development
- Digital Marketing – Ateneo De Manila
- GA4
- Salesforce Marketing cloud developer 1
- Solutions Selling
- SLII - Situational Leadership
- Strength finder
- 7 habits of highly effective people

## Education

Polytechnic University of the Philippines 2004 – 2008  
Business Administration Major in Marketing  
Internship – Graphic Designer Homeworks the Home Center