

RALPH IVAN SIMEON



Digital Marketing Manager / Full-Stack Developer / AI & E-Commerce Specialist

CONTACT +971 58 301 4766 • ralphivansimeon@gmail.com • Dubai, UAE • linkedin.com/in/ralphivansimeon123
LIVE nexuagenticos.com • zipicka.com • abshlaw.com • bullionedgepro.github.io/bullionedge-pro • rancho-felipe-web.vercel.app • social-suite-rose.vercel.app

PROFESSIONAL PROFILE

Dubai-based digital marketing manager and full-stack developer with **10+ years across marketing, sales and customer experience**, now running the entire in-house digital function of a Dubai free-zone group spanning legal consultancy, e-commerce, general trading and management consultancy. Designs and codes the product, ranks it, then runs the paid media that fills it — **Meta, Google and TikTok Ads, technical SEO, Shopify and custom React / Next.js builds**, plus AI-generated UGC video produced end to end in-house. Six products are live in production, including **Nexus Agentic OS**, an agentic-AI console that routes and governs customer messaging across five businesses. Covers scope normally split between an agency, a developer and a video studio. Seeking a Digital Marketing, E-Commerce or Full-Stack Development role in the UAE.

DESIGN & SHIP Production sites, Shopify stores, PWAs and internal tools — wireframe to live domain.		RANK & ACQUIRE Technical SEO plus paid media on Meta, Google and TikTok, held to CPL, CPA and ROAS.		AUTOMATE WITH AI Agentic workflows, LLM integrations and governance layers that remove manual handoffs.		PRODUCE THE CREATIVE AI UGC ads, video editing, photo retouching and copy — no external studio needed.					
6 PRODUCTS LIVE IN PRODUCTION		5 BUSINESSES ON ONE AI CONSOLE		4 DIVISIONS RUN IN-HOUSE		3 AD PLATFORMS MANAGED		200+ SKUS MERCHANDISED		10+ YEARS EXPERIENCE	

ENGINEERING & TECHNICAL STACK

Languages	JavaScript (ES6+) / TypeScript / Python / HTML5 / CSS3 / Liquid / SQL / JSON / Bash & shell scripting / Regex
Front-End	React / Next.js (App Router) / Tailwind CSS / Vite / responsive & mobile-first UI/UX / component & design systems / CSS Grid & Flexbox / motion & micro-interactions / semantic markup & WCAG accessibility
Back-End & Data	Node.js / REST & JSON APIs / serverless & edge functions / webhooks / auth, session & licence-key flows / offline state with localStorage & IndexedDB / data modelling / Python automation & scripting
Apps & Platforms	Progressive Web Apps — offline-first, installable / Shopify theme & store development / mobile-first retail apps / WordPress / landing-page systems
AI Engineering	Agentic workflow architecture / prompt engineering / LLM API integration (Claude, GPT, Gemini) / intent classification & routing logic / guardrails, PII scanning & grounding checks / fallback & human-escalation design / Claude Code / GitHub Copilot / Codex
DevOps & Tooling	Git & GitHub / Vercel / Netlify / GitHub Pages / CI deploy previews / DNS, domains & SSL / Cloudflare / Lighthouse & Core Web Vitals / Chrome DevTools / cross-browser & device QA

GROWTH, COMMERCE & CREATIVE

Paid Media	Meta Ads — campaigns, ad sets, creative, Advantage+, catalogue & retargeting / Google Ads — Search, Performance Max, Shopping / TikTok Ads / audience building & lookalikes / creative A/B testing / budget pacing / CPL, CPA & ROAS reporting
SEO	On-page, off-page & technical SEO / keyword & competitor research / schema & structured data / sitemaps & robots / site speed & Core Web Vitals / internal linking & content architecture / local & multi-emirate SEO
Analytics & CRO	Google Analytics 4 / Search Console / Google Tag Manager / Meta Pixel & Conversions API / event & conversion tracking / funnel analysis / landing-page & checkout optimisation
E-Commerce	Shopify build & management / catalogue, SKU & collection architecture / pricing, promotions, COD and Tabby / Tamara BNPL / UAE marketplaces — noon.com, Amazon.ae, Carrefour UAE / email, WhatsApp & retention automation / reviews & UGC merchandising
AI Video & Creative	AI UGC-style video ad production / hooks, scripting & ad copy / video editing, cutting & subtitling / photo editing & product retouching / thumbnail & banner design / Higgsfield / Veo / Google Flow / CapCut / Photoshop / Lightroom / Canva
Business	Team supervision / client & stakeholder communication / negotiation & closing / vendor management / budget ownership / data-driven decision making / customer success
Languages	English — professional working proficiency / Filipino — native
Certifications	Google AI-Powered Performance Ads / Google Analytics 2026 / Google Drive Advertising Revenue with Ad Manager

PROFESSIONAL EXPERIENCE

Digital Marketing Manager – Web Development & AI Systems

MAY 2026 – PRESENT

JURIS PRIME GROUP — Al Barsha 1, Dubai, UAE

LEGAL CONSULTANCY • E-COMMERCE • GENERAL TRADING • MANAGEMENT CONSULTANCY

- Own the group's **entire digital function in-house** — product design, front-end and full-stack development, SEO, paid media, organic social, creative production and e-commerce — across all four operating divisions, removing the cost of both an external agency and a contract developer.
- Architected, built and deployed **Nexus Agentic OS** **LIVE** — an agentic-AI operating console that routes a single shared WhatsApp number across five separate businesses, classifying every enquiry by intent in English or Arabic, asking the customer to clarify when the signal is ambiguous rather than guessing, and pausing the AI automatically the moment a human agent replies.
- Engineered that system's **governance layer**: every AI reply is scanned for personally identifiable information and checked by an independent grounding judge before it is allowed to send, with a stricter bar applied to the law-firm node, plus a guaranteed fallback reply and human-escalation flag so no customer is ever left in silence if the pipeline fails.
- Built and run **zipicka.com** **LIVE**, a licensed Dubai Shopify store carrying **200+ SKUs across eight collections** — custom theme sections, cart and checkout UX, cash-on-delivery plus Tabby and Tamara BNPL, a TikTok creator-review merchandising module, WhatsApp support integration, editorial blog, and marketplace storefronts on noon.com, Amazon.ae and Carrefour UAE.
- Designed, developed and maintain **abshlaw.com** **LIVE**, the legal arm's corporate website: responsive front-end build, practice-area and service pages, enquiry-capture forms, and on-page & technical SEO targeting UAE legal-consultancy search terms.
- Developed **BullionEdge Pro** **LIVE**, an offline-first progressive web app for gold and FX traders — rules-based pre-trade scoring engine, position-size risk manager, psychology checklist, trading journal, device-bound licence-key activation and a live price feed, engineered to run with no connection at all.
- Built **Social Suite** **LIVE**, a web application for planning, producing and managing social content and campaigns across the group's channels, and the **Zipicka Business Hub**, a centralised operating layer bringing storefront, catalogue, campaign and performance data into one management view.
- Plan and manage paid campaigns across **Meta, Google and TikTok Ads** — audience research, campaign and ad-set architecture, creative testing, budget pacing and reporting against CPL, CPA and ROAS.
- Two most recent campaign runs, reported with their gaps as plainly as their reach: **Meta — 110,802 impressions and 3,382 link clicks on AED 203** at AED 0.07 a click, flagged internally as unprovable because the store carried no Meta Pixel; **TikTok — 196K impressions on AED 353** at AED 0.03 a click, with the junk-traffic placement network switched off mid-campaign when the cheap clicks were not converting.
- Run organic social across Facebook, Instagram, TikTok and YouTube: content calendars, short-form video, copywriting and community management, all pointed at lead generation and store traffic.
- Produce the group's **entire ad creative in-house** — AI-generated UGC-style video, editing, subtitling, photo retouching and ad copy — using Claude, ChatGPT, Gemini, Higgsfield, Veo and Google Flow, materially shortening delivery timelines on every campaign and build.
- Support the e-commerce and general trading arms with storefront setup, product content, landing pages and conversion-rate optimisation.

Administrative Marketing Manager

OCT 2022 – MAY 2026

CASA FEDERICO NATURE RESORT — Philippines

- Led daily sales operations and overall marketing strategy, driving revenue, brand awareness and guest satisfaction.
- Planned and executed digital and social media campaigns, applying SEO and content strategy to grow online visibility and direct bookings.
- Built and maintained the resort's web presence and enquiry funnel, reducing dependence on third-party booking channels.
- Supervised staff performance and aligned campaign execution to business and revenue targets.

Booking Specialist Supervisor

MAY 2017 – SEP 2022

CASANOVA TRAVEL AND TOURS — Philippines

- Managed travel and tour reservations, supplier coordination, pricing and client itineraries.
- Supervised booking operations, improving process efficiency while consistently meeting sales targets.
- Delivered customer-focused service that built repeat business and long-term client loyalty.

EARLIER EXPERIENCE

Sales Associate — Grabcar Philippines

Nov 2016 – Apr 2017

Desk Officer — Rockfort Lending Inc., Philippines

Aug 2014 – Oct 2016

EDUCATION & CONTINUOUS LEARNING

BSc Business Administration

Major in Financial Management

MONTESSORI PROFESSIONAL COLLEGE, PHILIPPINES • JUN 2011 – JUN 2014

Self-taught and continuously self-directed in front-end and full-stack engineering, technical SEO, Shopify development and applied AI systems — the basis of every product listed in this CV. Shipped, not studied.

PORTFOLIO – BUILT, MARKETED & SHIPPED

Nexus Agentic OS

LIVE

nexusagenticos.com

Agentic-AI console routing one WhatsApp number across five UAE businesses. Intent classification in English and Arabic, a governance gate running a PII scan and an independent grounding judge on every reply, automatic AI pause on human takeover, and a guaranteed fallback so no enquiry goes unanswered. Operator deck, separate admin tier and a customer QR link hub. Architected, built and deployed end to end.

Next.js · TypeScript · Node · LLM APIs · webhooks · role-based auth

Zipicka

LIVE

zipicka.com

Licensed Dubai e-commerce store (trade licence 18647/2023) built concept to launch. 200+ SKUs across beauty, skincare, haircare, fragrance, pet care, kids and electronics; custom Shopify theme sections, COD and BNPL checkout, a TikTok creator-review merchandising module, editorial blog and WhatsApp support — then marketed by me with Meta Ads across the UAE and GCC.

Shopify · Liquid · JavaScript · GA4 · Meta & TikTok Ads · technical SEO

BullionEdge Pro

LIVE

bullionedgepro.github.io/bullionedge-pro

Offline-first progressive web app for gold (XAU/USD) and FX traders. Rules-based pre-trade scoring engine, position-size risk manager, trading psychology checklist, journal with backup export, device-bound licence-key activation, local-first profiles and an indicative live gold feed — with an explicit risk and data-accuracy disclosure built into the product.

JavaScript · PWA & service worker · IndexedDB / localStorage · GitHub Pages

Rancho Felipe

LIVE

rancho-felipe-web.vercel.app

Multi-page resort booking site with an availability checker, three bookable windows (day tour, night tour and 22-hour stay), separately bookable inventory for two units, gallery, rates and policy pages, a review wall and a directions module — built on a video hero with full structured metadata for search and social sharing.

Next.js · Vercel · responsive UI/UX · OpenGraph & SEO metadata

ABSH Law

LIVE

abshlaw.com

Corporate website for the group's legal arm. Responsive front-end build, practice-area and service pages, enquiry capture, and on-page plus technical SEO targeting UAE legal-consultancy search terms — designed to convert search traffic into qualified consultations.

HTML · CSS · JavaScript · technical SEO · Search Console

Social Suite

LIVE

social-suite-rose.vercel.app

Web application for planning, producing and managing social content and campaigns across the group's channels — bringing scheduling, creative assets and channel activity into a single working surface instead of scattered spreadsheets.

React / Next.js · Vercel · component UI

AI UGC Ad Library

LIVE

Sample reel – link on request / see portfolio site

Ongoing library of AI-generated UGC-style product and affiliate video ads produced entirely in-house across Facebook, Instagram, TikTok and YouTube — hook writing, scripting, generation, editing, subtitling, thumbnail design and publishing, all run by one person.

Higgsfield · Veo · Google Flow · CapCut · Photoshop · Meta & TikTok Ads

Zipicka Business Hub

INTERNAL

Internal platform – Juris Prime Group

Centralised business-operations layer for the e-commerce arm, unifying storefront, catalogue, campaign and performance data into one management view. Architected, built and deployed end to end; now live and in daily use. Walkthrough available on request.

JavaScript · dashboard UI · data aggregation · API integrations

Luxe4Less

APP

Gold & diamond retail – mobile app & website

Mobile application and website for a jewellery retailer: product catalogue, gold and diamond collection pages, and a mobile-first shopping experience designed around high-consideration purchases.

Mobile-first web app · catalogue architecture · responsive UI

Zipicka Social Video Library

LIVE

Facebook · Instagram · TikTok · YouTube

Four-channel organic content operation supporting the store: content calendars, short-form video, product and affiliate creative, copywriting and community management — the organic layer that compounds alongside paid.

Short-form video · content strategy · community management

WHAT I BRING TO AN EMPLOYER

ONE HIRE, THREE FUNCTIONS	OWNS OUTCOMES, NOT TICKETS	UAE MARKET FLUENCY
Developer, performance marketer and creative producer in a single headcount — with live production work to prove each one.	Comfortable owning a channel, a P&L line or a product end to end, and reporting against CPL, CPA and ROAS rather than activity.	Dubai-based and trading here — UAE search behaviour, AED pricing, COD and BNPL expectations, and the local marketplace landscape.

PERSONAL DETAILS

NATIONALITY	Filipino	VISA	Visit visa valid to August 2026. UAE employment visa already in process; ready to transfer to employer sponsorship.
BORN	31 May 1993	NOTICE	Immediate — no notice period to serve
LOCATION	Al Barsha 1, Dubai — available across the UAE	REFERENCES	Available on request · live walkthroughs of any product above offered on request