

# WALTER SUMAJIT

Digital Marketing Strategist | eCommerce Growth SEO • Paid Ads • Funnels • AI Automation

Remote (Global) FT | Hybrid (West Palm Beach, FL, USA) || Full Time | Contract | Part Time (Consulting)  
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## EXECUTIVE PROFILE

Results-driven Digital Marketing Strategist with 15+ years scaling B2B, B2C, and DTC brands through SEO, paid advertising, conversion funnels, and AI-powered automation. Proven success launching high-performing campaigns, optimizing customer journeys, and integrating marketing with ERP/eCommerce systems to increase traffic, leads, and revenue. Combines strategy, analytics, and hands-on execution to deliver measurable ROI fast for startups, SMBs, and enterprise teams.

## CORE EXPERTISE

Growth Marketing • SEO & Technical SEO • Paid Media (Google/Meta/TikTok/LinkedIn) • Funnel Strategy • Conversion Rate Optimization (CRO) • Email & Lifecycle Marketing • Marketing Automation • Analytics & Attribution • Content Strategy • eCommerce Marketing • A/B Testing • Customer Journey Design • AI Tools • Campaign Management

## TOOLS & PLATFORMS

Google Ads • Meta Ads • TikTok Ads • LinkedIn Ads • Google Analytics • Tag Manager • WordPress • CRM/ERP • Email Platforms • BI Dashboards • Automation Tools

## PROFESSIONAL EXPERIENCE

### Chief Operating Officer | Digital Marketing & Growth Lead

GOITSOKAY Corporation – Florida, USA | 2020–Present

- Led full-funnel digital strategy across eCommerce and service platforms
- Built SEO + paid media engine increasing organic traffic **~35%** and paid conversions **20–30%**
- Implemented AI-assisted marketing workflows improving campaign efficiency **~40%**
- Designed landing pages and funnels increasing lead-to-sale rates **~25%**
- Managed cross-functional teams (marketing, UX, IT, content) delivering consistent growth
- Maintained **99.9%+ uptime** for revenue-generating web properties

### Global Web Store Administrator | eCommerce & Marketing Optimization Lead

P3 International Corporation – New York, USA | 2012–Present

- Managed global B2B/B2C online stores supporting **thousands of daily users**
- Optimized product content, SEO, and UX improving search visibility and conversions **~30%**
- Migrated manual processes to ERP/OMS automation reducing processing time **50%+**
- Integrated analytics dashboards enabling data-driven campaign decisions
- Improved fulfillment and customer experience through omnichannel coordination

### ICT Project Manager | Business Process & Analytics Specialist

Bravo 8 Technologies – Philippines | 2006–2011

- Delivered web, ERP, and analytics initiatives supporting marketing operations
- Created reporting and performance dashboards for leadership
- Improved operational workflows and cross-team communication

## EDUCATION & CREDENTIALS

MIT – Professional Education in Digital Transformation

MBA – HRIS & Financial Management

BS – Computer Information Systems

Certified Professional Security (CSP)