

Dennis Rosales

Growth Marketing & AI Content Specialist

Toronto, ON · dentvph@gmail.com · (416) 771-4996 · linkedin.com/in/dennis-rosales-b72a26239 · dennisrosales.com

SUMMARY

Growth marketer who connects paid social, AI-assisted content, and the landing pages and tracking behind them. Runs Meta Ads campaigns end to end, produces short-form AI-assisted video, and builds and deploys the web that turns attention into measurable action. Backed by 10+ years of customer-facing experience and a degree in advertising and public relations.

CORE SKILLS

Paid & Growth: Meta Ads (campaign/ad-set structure, CBO, Traffic & landing-page-view objectives), audience targeting, A/B creative testing, Meta Pixel & datasets, Business Manager, landing-page conversion & tracking

AI Content: AI video (Higgsfield, Seedance, Kling), AI music & voice (Suno, ElevenLabs), editing (CapCut), short-form for TikTok / YouTube / Facebook, content calendars, UGC briefs, storyboards

Web & Technical: HTML, CSS, JavaScript, Three.js, GitHub Pages, DNS & custom domains, low-code apps (Base44), PWA, security hardening (access guards, rate limiting, row-level security), email notifications

Tools: DistroKid, Metricool, Google Search Console, Google Analytics, synced lyrics & visualizers

SELECTED PROJECTS

MoodtoMusik — Founder, Marketer & Producer

Built the full digital launch for an original single: landing page with a 3D hero and countdown, Meta Pixel tracking, and a staged Meta Ads pre-save campaign (Philippines 18-44, CBO, PHP 65/day, three Taglish creative variants), plus distribution and synced lyrics. Single releasing July 17, 2026. → moodtomusik.com

RoundBeats PH — Managing Director & Operator

Direct and run a faceless, AI-assisted battle-rap beats channel; grew it from zero to **19,000+ organic views and 514 subscribers in ~21 days** (top video 9,260 views; 2.14% click-through rate) across YouTube, TikTok and Facebook, including diagnosing and recovering a platform visibility issue. → youtube.com/@RoundbeatsPH

Filipino Appliance Repair — Web App Builder & Maintainer

Built and hardened a Base44 booking web app: fixed calendar logic, wired customer and technician email notifications, added access guards, rate limiting and row-level security, rewrote the PWA service worker, and deployed a custom domain. Live in production. → filipinoappliancerepair.ca

Registruum Technologies (B2B SaaS) — Marketing & Video Partner

Produced an AI video pipeline (Higgsfield / Synthesia), a 30-day content calendar, six videos, a UGC brief, a storyboard and a demo site under a formal marketing partnership. → registruum.ca

EXPERIENCE

Customer Service & Support — 10+ years

TELUS International · Sutherland Global Services · C3 · Cyberbacker · McDonald's Canada

- Handled high volumes of customer inquiries across voice, chat and email, resolving issues to completion.
- Met performance and quality targets in fast-paced, metrics-driven environments.
- Supported customers across global accounts, building the communication skills that anchor my marketing work.

EDUCATION

Bachelor of Advertising & Public Relations — Polytechnic University of the Philippines