

Candidate 16050209

Social Media and Digital Marketing Specialist

SUMMARY

She is an experienced digital marketer with 11 years in the field, demonstrating expertise in project management tools like ClickUp and Trello, and maintaining strong client communications via Slack. Her experience spans four years in the AU/NZ market and two years in Western markets, working across diverse industries including lifestyle, finance, FMCG, and law. Notably, she has experience working with both Australian and US clients.

Her skills encompass website development, social media strategy, SEO, and Google/Meta ads, with a focus on ROI and niche targeting. Proficient in content management and automation tools, she leverages platforms like Klaviyo and Mailchimp for email marketing and utilizes data analysis tools such as SEMrush and Ahrefs to enhance campaign performance. Her experience also includes influencer collaborations and UGC strategies, aimed at fostering authentic audience engagement

TOOL & SOFTWARE USED

Adobe Suite	Klaviyo	SemRush
Javascript	Mailchimp	ClickUp
Zoho	Hubspot	Google and Meta Ads

Shopify	Twitch	BandLands
Google Workspace	Microsoft suite	AHrefs

WORK EXPERIENCE

Digital Marketing Specialist
B Solicitors Australia
January 2024 - Present

Duties and Responsibilities:

- Managed multi-platform campaigns, creating engaging content that significantly boosted social media engagement, and produced daily legal articles to enhance online presence.
- Supervised SEO content writers, ensuring high-quality, SEO-optimized content, and implemented on-page SEO strategies, resulting in a 29% increase in web traffic and a 22% increase in domain authority.
- Published and optimized articles on WordPress, ensuring readability and implementing website improvements through template creation.
- Coordinated with external parties, managed task trackers, and improved team efficiency.
- Developed high-quality graphic and video materials for brand promotion, increasing social media reach.
- Improved content quality metrics, and ensured all content was plagiarism-free, fact-checked, and grammatically correct.

Marketing Manager
Kairos Group of Companies
July 2021 - November 2023

Duties and Responsibilities:

- Developing strategies and tactics to boost the company's reputation and drive qualified traffic
- Deploying successful marketing campaigns from ideation to execution
- Experimenting with various organic and paid acquisition channels
- Administer & Publish Content.
- Produce valuable and engaging content for the company's website and blog that attracts and converts our target groups
- Consistent communication through progress reports, as requested by the client regarding the project
- Create graphic and video assets to be placed on different social media platforms
- Website maintenance and development
- Chatbot development for the client

- Other duties, as directed by the management
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- Create engaging content for website, social media, and email marketing.
- Drive organic traffic through SEO techniques and manage SEM strategies.
- Performance Analysis:
- Utilized analytics tools to track campaign performance, generate reports, and provide actionable insights for continuous improvement.

Digital Marketing Specialist
Surge Fitness Gym - (Project Based)
February 2020 - July 2021

Duties and Responsibilities:

- Create and Execute Digital Marketing Campaigns.
- Ad Copywriting & Content Creation.
- Develop Visual Assets for Digital Campaigns.
- Administer Websites & Publish Content.
- Monitor & Optimize Marketing Campaigns.
- Review and Manage Data Analytics
- Handled digital marketing strategies for clients to meet their objectives
- Launch new campaigns on company's products and services using effective strategies and delivered new customers to increase the company's client base and revenue
- Design, build and maintain social media presence
- Conduction of research, identifying new markets and customer trends

Digital Marketing and Social Media Specialist
ARNOCAS Business Services (Project)
March 2020 - June 2021

Duties and Responsibilities:

- Liaise for social media account creator / owner for procurement and transition for client
- Acquire, initial management and transition management of social media accounts within a month of project duration with the client participate in training and transition regarding the accounts as required and instructed
- Administer & Publish Content.
- Usage of available resources to seek answers to technical questions prior to consulting manager
- Consistent communication through progress reports, as requested by the client regarding the project
- Other duties, as directed by the management; company, or client protect and non-disclosure of company and client data: confidential and client information per the

information security and data privacy law of the Philippines and Australia, or the base country of the client

Digital Marketing Manager
SM Lifestyle and Entertainment Incorporated
June 2017 - June 2018

Duties and Responsibilities:

- Implemented and refined strategies to improve search engine rankings and increase client website visibility.
- Developed and executed social media strategies to enhance brand presence and engagement across platforms.
- Designed and executed targeted email campaigns, achieving strong open and click-through rates.
- Collected, analyzed, and utilized data to tailor campaigns and evaluate effectiveness, improving ROI.
- Managed and optimized Google Search and Display ads, driving targeted traffic and conversions.
- Promoted product adoption, established payment gateways, and supported partner merchants, ensuring strong business relationships.

Digital Marketing Officer
MetrobankCard Corporation
August 2015 - June 2017

Duties and Responsibilities:

- Working with internal and external agencies on executing campaigns, inclusive of gauging and reporting its effectiveness
- Ensure accuracy of marketing collaterals and provide formal sign off if necessary
- Devise B2C and B2B Digital campaigns with an objective of customer acquisition and retention
- Provide timely decisions and updates regarding urgent matters in accordance with the timelines of each marketing campaign
- Play a vital role in meeting customer needs by setting up the right customer segment with an aim of maximizing business value and increasing its revenue
- Reinforce relations with third party agencies / channel members

EDUCATION

Colegio de San Juan de Letran Calamba
Bachelor of Science in Business Administration Major in Marketing Management
March 2015



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