

## Candidate 16546273

*Social Media and Digital Marketing Specialist*

### SUMMARY

He is a seasoned social media and digital marketing professional with over 8 years of experience across diverse platforms, including Facebook, Instagram, and YouTube. He possesses a robust background in social media management, campaign strategy, and content creation. His technical skills are demonstrated through proficiency in tools such as Squarespace, Canva, Adobe Premiere Pro, Hootsuite, HubSpot, and Monday.com, coupled with expertise in both local and non-local, on-page and off-page SEO.

He has a proven track record of curating engaging content, optimizing visuals, and analyzing data to enhance online presence and engagement. He has also led teams in video and photo production, managed ad campaigns on Google and social media platforms, and conducted A/B testing to maximize campaign impact. His experience extends to revenue operations, funnel strategy across social media and websites, and end-to-end project management, all while demonstrating adaptability, creativity, and an unwavering focus on driving results.

### TOOL & SOFTWARE USED

Facebook, Youtube	Instagram, TikTok	Photoshop
Canva	Adobe Premier Pro	Final Cut
LumaFusion	Google and Meta Ads	Hootsuite

Hubspot	Squarespace	Monday.com
Trello	Google Analytics	LinkedIn

## WORK EXPERIENCE

**Marketing Specialist**  
**WisTaxServices U.S**  
**November 2023 - Present**

### **Duties and Responsibilities:**

- Social Media management
- SEO for Inbound & Outbound of itsWebsite
- Content. Creation for graphics and video contents
- Graphic Designer
- Marketing plans for specific goals
- Run Ads for specific target in Facebook

**Social Media Manager (project based)**  
**Scuba.com - (US based)**  
**March 2024- August 2024**

### **Duties and Responsibilities:**

- Social Media management
- Graphic Presentations
- Runthrough successful marketing campaigns
- Content Creation and consultations for social media outputs
- Data Analysis

**Social Media Specialist**  
**MemoClicks**  
**Feb 2019- Nov 2023**

### **Duties and Responsibilities:**

- Managed social media platforms curating engaging content/ Graphic design
- optimizing visuals/ Video Editing analyzing video arrangements to enhance online presence and engagement.
- Managed a team of photographers and video editors, helping their professional growth
- Sales/Marketing Funnel across Social media and websites

**Community Development Manager & Marketing Manager**  
**HOPE Worldwide PH**  
**March 2016 - January 2019**

**Duties and Responsibilities:**

- Managed and coordinated impactful programs for underprivileged youth and families, fostering community growth and positive change.
- Demonstrated adaptability and effective teamwork through collaboration.
- Ensuring every project has a gain in return. Social Media & Ads Management for Google, FB, IG. , I run through a series of trials for a proof of effectiveness and to maximize result Managed administrative tasks, scheduling. And documentation with precision.
- Sales/Marketing Funnel across social media and websites

## EDUCATION

Colegio de San Juan de Letran Calamba  
Business Administration major in Marketing Management  
2016



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