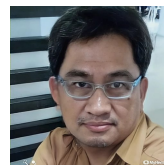


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RELEVANT EXPERIENCE:

Digital Marketing Associate

Gegame Marketing

Cebu City, Philippines

September 2022 – December 2022

- Developed video marketing content complete with voice over
- Created hi-res graphics for clients website
- Setup of clients Youtube, Facebook, Instagram pages
- Proficient in Canva and other web applications including AI generators

Content Creator and Online Seller

Cebu City, Philippines

October 2016 – present

- Content creator for my Facebook page (Cebu Daily Shopper)
- Video editing for my Vlog series (Tailgunner MTB Series)
- Product advertising in Facebook Marketplace

Web Channel Officer

Aboitizland Inc.

Cebu City, Philippines

January 2008 – September 2016

- Developed email marketing campaigns (Mailchimp) to:
 - Generate interest, inquiries and attendance for new projects, product launches, offers, promos, open house, other sales events
 - Engage/nurture prospects and customers with newsletters, tailored articles, project updates, videos
- Implemented a Live Chat system (Zopim) and managed four in-house chat representatives
- Managed three website implementations (HTML to responsive designs)
 - Increased website inquiries from 6-10/wk to 60-80/wk
 - Respond to customer inquiries via chat, email and phone
 - Analyzed Google Analytics to improve website pages and online campaigns as needed
 - Conducted SEO, SEM on a weekly basis to maintain our page 1 position in Google
 - Improved inbound data capture workflow by shifting to Wufoo
 - Produced dynamic web content: 360 product views, gallery slideshows, cinemagraphs, e-brochures
 - Enhanced website and social media statistics reporting thru use of infographics (Visual.ly)
- Maintained social media pages and it's integration with website and various online channels
- Integrated SMS marketing in product and event campaigns
- Created Youtube & Vimeo channels to build a repository of shareable video content
- Created a specific lead generating pages for marketing campaigns
- Established connections with OFW groups and forums for marketing and lead generation purposes
- Generate external leads from a multitude of online listing sites
- Design presentations of company materials for live events (Prezi, live maps)
- Researched and evaluated a host of online services that best suits our needs: Eventbrite, Zendesk, Zopim, Weebly, Bitrix24, Streak, Hubspot, Zoho, Slideshare, Issuu

Availability: **Immediate**