

# RACHELLE REYES

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## SUMMARY

With a wealth of experience in Branding and Digital Marketing, I possess a solid foundation as a tech-savvy expert. Proficient in Brand Development, Social Media Strategy, and Website Improvement, I apply the latest best practices and strategies to achieve outstanding results. My skills enable businesses to enhance their brand visibility and foster a positive image among their audience.

### DEPUTY SOCIAL MEDIA MANAGER | ARTHALAND CORP.

June 2024 - April 2025

- Collaborated with sellers to successfully execute the PAIG campaign, ensuring alignment with brand messaging and objectives while driving measurable results.
- Designed visually appealing marketing materials for social media and email direct marketing (EDM) campaigns, enhancing brand visibility and audience engagement.
- Developed targeted content strategies for sellers' social media accounts, leveraging analytics to optimize posts and increase follower interaction and retention.
- Conducted market research to identify trends and opportunities, informing campaign strategies that resonate with target audiences and elevate brand presence.

### DIGITAL MARKETING COORDINATOR | THE VARSOBIA GROUP OF COMPANY

March 2023 - December 2023

- Developed and executed comprehensive digital marketing strategies tailored to align with the company's goals, focusing on increasing brand awareness and customer engagement through targeted campaigns.
- Oversaw multiple digital channels, including social media platforms, email marketing campaigns, and website content management, ensuring a cohesive brand message and optimized user experience across all platforms.
- Monitored and analyzed campaign performance metrics to assess effectiveness and identify areas for improvement, utilizing data-driven insights to refine strategies and maximize ROI.
- Worked closely with cross-functional teams, including design, sales, and customer service, to create integrated marketing initiatives that resonate with target audiences and support overall business objectives.

### VIRTUAL ASSISTANT (PART-TIME) | CAMPAIGN CREATORS

- I assisted in the design and optimization of web pages within HubSpot CMS, ensuring they were user-friendly and aligned with our branding strategies. This involved collaborating with developers to create engaging and informative content that effectively communicated our marketing messages.
- I was responsible for compiling and analyzing data related to monthly revenue, which provided valuable insights into our performance. This involved using analytical tools to track sales trends, identify areas for improvement, and prepare detailed reports that informed our marketing strategies.
- I worked closely with various teams, including sales and customer support, to gather feedback and ensure that our marketing initiatives were aligned with customer needs and expectations. This collaboration helped to create a more cohesive marketing approach and improved our ability to respond to market demands swiftly.

### SOCIAL MEDIA MANAGER AND DESIGNER | DZAT - LIFE RADIO

July 2018 - December 2022

- Developed a comprehensive content strategy that aligned with Life Radio's brand identity and mission, ensuring that all visual and written materials were cohesive and appealing to our target demographic.
- Implemented a consistent posting schedule that maximized reach and engagement, utilizing peak times based on audience insights to enhance visibility and interaction with our content.
- Fostered a vibrant online community by actively engaging with followers through comments, direct messages, and interactive content such as polls and Q&A sessions, which helped build strong relationships and loyalty among listeners.
- Leveraged social media analytics tools to monitor performance metrics, adjusting our strategy in real-time to enhance engagement and optimize content based on what resonated most with our audience.
- Collaborated with influencers and local artists to amplify reach and diversify content, creating partnerships that not only increased visibility but also brought fresh perspectives and creativity to our social media presence.

### INTERNSHIP AT GMA NETWORK NEWS AND PUBLIC AFFAIRS-INTERNET AND SOCIAL MEDIA DEPARTMENT

- Developed a cohesive content strategy for GMA Network News and Public Affairs that reflected the brand's identity, ensuring that all visual and written materials effectively engaged our target audience.
- Implemented a strategic posting schedule to optimize reach and engagement, analyzing peak audience activity to enhance interaction with news content.
- Engaged actively with our online community through comments, direct messages, and interactive content, fostering strong relationships and loyalty among followers while monitoring social media analytics to refine our approach.

## EDUCATION

Bachelor of Arts in Mass Communication | SY: June 2014 - March 2018

- Pamantasan ng Lungsod ng Marikina

Certifications :

**Social Media Marketing Mastery - Udemy**  
**Leading Digital Marketing Team - LinkedIn Learning**  
**Google Ads Essential Training - LinkedIn Learning**

## KEY SKILLS

- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Accurate data entry and management
- Strong organizational skills
- Effective time management and prioritization
- Expertise in corporate communications
- Exceptional attention to detail in documentation
- Skilled in preparing reports and presentations
- Strong written and verbal communication skills
- Office administration and support experience
- Adaptable to new software and technologies