

Lister Amparo

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I am an energetic and inspiring leader with a track record of managing big teams and projects successfully. I am a strong independent worker, self-starter, and effective communicator; excel in management and is skilled at examining processes to produce concepts that raise productivity and quality of output; and am highly flexible in the face of ever-changing conditions.

Applicant for: Digital Marketing Specialist

PROFESSIONAL EXPERIENCES

Project Lead**Digital Marketing**

Pubvendo, October 1, 2024 to March 28, 2025

200 Massachusetts Ave NW. Washington D.C.

Brief description: Responsible for management, optimization, and performance analysis of Amazon, Social ads (Facebook, Instagram and Link) campaigns for e-books.

Tasks include the following:

- Creation of Digital Strategy Report (Identifying Competitive set)
- Creation of Digital Strategy Report (Data pull)
- Earned Digital Media Outreach
- Creating Personas
- Pixel creation
- Google Tag Manager (GTM) set up
- Creatives
- Video editing
- Social Media campaign (FB, Instagram, Twitter and LinkIn)
- Check in call with authors to discuss progress of the campaign.
- Creating Social Media Performance and Amazon ads report using AdEspresso

Software used:

- Demographics Pro,
- Fanpage Karma,
- KDspy
- ASIN tool
- Similarweb
- Wordcloud
- Canva

Customer Service Representative

ECENTERPRISES GROUP MANILA, INC., May 29, 2024–October 1, 2024

Dumaguete City, Negros Oriental

Brief description: Handles chat support and troubleshooting for EarnIn app users if they encounter problems or issues during cash out.

Customer Service Representative

Vervent Philippines, November 9, 2023–March 22, 2024

Mangatas, Sibulan, Negros Oriental

Brief description: Handles inbound/outbound calls and provides technical support to card holders with different portfolios, such as Total Visa, Revi, First Access, Total Select, Fidem, First Digital, Emblem, First Phase Visa, Dignifi and Yamaha International

Freelancer

Straive, October 2, 2019–October 9, 2023

Artwork Copyediting-Dumaguete City

Brief description: Handles artwork copyediting for Hindawi based on client specifications

Operations Manager

Spi Global, November 16, 2013–October 2, 2019

Graphics and Covers Department, Dumaguete City

Brief description: An essential leader who develops and implements strategic business plans like the following:

- Having long-term plans to support the company's goal
- Coordinating with various teams to promote idea sharing and provide cross-team learning opportunities
- Examining and evaluating departmental budgets to find ways in maximizing revenue
- Inspiring and motivating staff members through initiatives for rewards and positive reinforcement
- Communicating with stakeholders about shifting company priorities and projects
- Identifying potential problems and points of friction and finding solutions to maximize efficiency and revenue
- Identifying opportunities to expand or shift course in response to market developments
- Enforcing regulatory and safety standards

Number of staff handled:

Team members: **315 FTE**

Supervisors: **15**

Employees working in 3 shifts: **24-hrs**

Assistant Manager

Spi Global, 2011–November 15, 2013

Graphics and Covers Department Dumaguete City

Brief description: In charge of carrying out workflow procedures in accordance with the company's manager's instructions. The responsibilities include overseeing employees throughout the working hours and offering assistance to customers with urgent concerns and then establishing and overseeing a workplace's general workflow.

Production Officer In-charge

Spi Global, 2009–2011

Graphics and Covers Department, Dumaguete City

Brief description: Responsible for monitoring the necessary deliverables for artwork copyediting by ensuring that the quality standards are met based on the client specifications.

Project Team Leader

Spi Global, 2002–2009

Graphics and Covers – Parañaque, Manila

Brief description: Responsible for planning, leading, organizing, and controlling by ensuring that deliverables are met according to the requirements of the client.

Projects handled: Elsevier, Springer, Wiley, BMC, Hindawi, ACCR, AAPG, IEEE, LWW, ARVO, AAAS, AGU MIT, ASHA, TASH, BC_DECKER, CCP, ACM, MTS, OUP, CCP, and UCP

Becky's Printing Press

Graphics Specialist, 2001–2002

Cityland Tower, Pasong Tamo, Makati

The Face Place, Inc.

Layout Artist, 1999–2001

Glorietta Center, Ayala, Makati

EDUCATION AND TRAINING

MBA Masters in Business Administration at Silliman University, Dumaguete City, 2010–2012

Subjects and 33 units earned:

- Quantitative Business Analysis
- Business Environment Analysis
- Business Philosophy and Management Leadership
- Human Resource Development
- Information Development
- Operations Management
- International Economics
- Research Methodology and Research Writing
- Bank Administration Policy
- Financial Management
- Business Policy

Undergrad course: Bachelor of Science in Computer Science – Holy Name University at Tagbilaran City, Bohol, October 1998

Trainings:

Finance 101 – Understanding Basic Financial Knowledge, September 25, 2013 at Spi Global Finance Team

Sarbanes-Oxley Section 4: 2012 Readiness and Compliance Activities for Spi Global, February 24, 2012. Strict adherence to SOX practices dedicated to reinforce top management responsibilities on internal audit and information circulation.

Management Leadership – Dr. Johnny Gonzales, PhD., SPire University, March 9, 2012

Regional Economic Conference – Theme: “Curbing Carbon Emissions in Response to Climate Change: A Corporate Social Responsibility” at Silliman University, Dumaguete City, September 26–27, 2011

General Education Integrative Lecture – Former Secretary Margarito “Gary” Teves, August 25, 2010 at Claire Isabel McGill Luce Auditorium

Supervisory Skills Development Workshop – Spi Parañaque, Manila, December 31, 2007

Six Sigma Green Belt Training Certification Program – focusing on applying the DMAIC (Define, Measure, Analyze, Improve and Control), Spi Parañaque, Manila, February 15–28, 2007

Technical Skills

Platform: FDR/Fiserv, Genesys, and Macintosh

Software: Adobe Photoshop, Adobe Illustrator, Indesign, QuarkXpress, Adobe Acrobat Pro, Adobe Pagemaker and Coreldraw, Adobe Premier, MS Office, Sigmaplot, and Canvass