



# VANESSA ANGELA VILLA

## Digital Marketing Specialist

Versatile and results-driven Digital Marketing Specialist with 3+ years of hands-on experience, in digital campaigns for one of the largest real estate township development in Western Visayas, Philippines. Skilled in social media management, Meta Ads, email marketing, and website management. Offers practical expertise in graphic design, content creation, event coordination, and multimedia production (photography, videography, drone operations), delivering cohesive and high-impact brand experiences. Proven ability to enhance online presence, drive audience engagement, and support business growth.



+63 9942482492

vanessa.villamain@gmail.com

Roxas City, Philippines

## EDUCATION

Bachelor of Science in Information Technology  
Filamer Christian University  
Roxas Avenue, Roxas City, Capiz  
(S.Y. 2019 – 2022)

Language  
• English • Tagalog • Hiligaynon

## SKILLS

- Responsible for all the task assigned
- Capable for analyzing & solving problems
- Doing works with timely manner
- Good communication skills

## TECHNICAL

- Digital Marketing
- Social Media Management
- Web Development
- Graphic Design
- Email Marketing
- Event Coordination
- Videography & Photography
- Drone (UAV) Operations

## APPLICATIONS I USE:



## WORK EXPERIENCE

### Digital Marketing Specialist

Jan, 2023 – Present

Pueblo de Panay Inc.

- Managed social media across multiple platforms such as Facebook, Instagram, TikTok, LinkedIn, and X, using B2B marketing strategies.
- Analyze marketing trends and social media performance to improve reach and engagement
- Creating and implementing lead generation strategies that drive customer conversions and turn into loyal customers.
- Collaborated with cross-functional teams to ensure timely, accurate delivery of campaign assets in alignment with best practices and workflow efficiency.
- Managed Meta Ads campaigns and email marketing via Mailchimp; maintain and update websites using WordPress; and handle overall content creation, including content calendar.
- Enhance online presence and brand visibility to maximize overall ROI.

### Graphic Designer

April, 2020 – Present

Pueblo de Panay Inc & Freelance

- Produced high-quality visual content to support branding for businesses of all kinds.
- Collaborated with cross-functional teams such as marketing and sales teams to craft eye-catching promotional materials including presentations, social media graphic designs, sales kits and advertising campaigns.
- Handled a wide range of print, interactive, and digital design projects such as creating logos, billboards, banners, posters, brochures, flyers, invitations, certificates, business cards, signages, clothing designs, product mockups, promotional posts & videos.

### Event Coordinator

Jan, 2023 – May, 2025

Pueblo de Panay Inc & Freelance

- Planned and executed a wide range of events, including corporate functions, exhibitions, internal company activities, and small-scale concerts within the township.
- Managed creative concept development, technical requirements, and on-site execution.
- Worked cross-functionally with teams and maintained strong vendor/client relations.
- Skilled in photography, videography, and drone operations for promotional campaigns, events, and official documentation

### Web Developer (Intern)

March – Aug, 2022

Ninja Tribe Solutions Inc.

- Learn & develop system using Laravel framework & PHP.
- Able to deploy system to it's cloud server using Heroku: Cloud Application Platform
- Able to use/manage code using repositories like GitHub
- Able to work under a project lifecycle using agile method
- Able to collaborate with others to collaborate on our codes.

## Achievement & Seminars

Philippine Programming Rating Passer (PPR) 2022

Youth for Information Technology (Y4IT) 2021

PSITS-R6 Regional IT Congress (PSITS) 2018

Symposium on Robotics Integration of Internet Into Things (IOT) 2018