



LOWELL

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy & Execution
- CRM & Marketing Automation (GoHighLevel)
- Email Marketing (Segmentation, Nurture, Broadcast)
- Social Media Strategy & Campaign Management
- Content Strategy & Content Creation
- Landing Pages & Funnel Optimization
- Facebook / Meta Ads Campaign Management
- Data Analysis, Reporting & Performance Optimization
- Lead Generation & Conversion Optimization
- Marketing Analytics & ROI Tracking
- Team Leadership & Campaign Management
- Graphic & Video Content Development

TOOLS

- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform

Results-driven Digital Marketing Specialist with 10+ years of experience leading multi-channel campaigns, content strategy, and data-driven marketing initiatives across global markets. Proven track record of generating 500+ qualified leads annually, increasing sales pipeline by 25%, and improving campaign efficiency by 35% through strategic planning and performance optimization. Brings strong expertise in analytics, SEO, social media, and team leadership, helping organizations enhance brand visibility, drive engagement, and achieve measurable business growth.

WORK EXPERIENCE

MARKETING MANAGER/SENIOR MARKETING MANAGER

VA Platinum (VAP) Outsourcing

- Led multi-channel marketing campaigns, generated 500+ inbound leads, increased sales pipeline by 25%, and improved campaign efficiency and cross-channel engagement through strategic planning and team leadership.

MARKETING LEADER/MARKETING MANAGER

The Global Chamber

- Developed and executed marketing strategies, managed digital campaigns, and oversaw content creation to drive member engagement and brand awareness.

SENIOR MARKETING ANALYST

OrbitalX Philippines Inc.

- Utilized advanced analytics and AI-driven insights to optimize B2B marketing strategies, improve sales efficiency, and deliver data-driven client solutions.

SENIOR MARKETING COORDINATOR/MARKETING DIRECTOR

Benchmark 365 Inc.

- Oversaw UI/UX quality assurance, coordinated international marketing campaigns, and supported IT service promotion through strategic partnerships and outreach initiatives.

TECHNICAL SERVICE AGENT/MARKETING ASSOCIATE/MARKETING OFFICER

SOPHI Outsourcing Inc. | 2019 – 2023 (4 Years)

- Progressed from technical support to marketing roles, contributing to business growth through content creation, analytics reporting, event management, and strategic marketing execution.

SUPERVISOR – EXECUTIVE RESOLUTIONS DEPARTMENT

Qualfon Inc. | Dates Not Specified

- Managed a team of 20–30 customer service representatives, conducted performance monitoring, coaching, and quality assurance through scorecards and calibration processes.

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