



DANIELLE

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WORK EXPERIENCE

MARKETING AND COMMUNICATIONS OFFICER

Alliance Software, Inc. | Jan 2023 - Mar 2024 (1 Year, 2 Months)

- Leads all marketing activities including social media content, engagement strategies, and partnership development to boost brand visibility and growth.

SR. CORPORATE MARKETING AND RETAIL SPECIALIST

Avida Land Corp. | Apr 2019 - Dec 2023 (4 Years, 8 Months)

- Directed marketing efforts for Visayas-based projects, standardized digital platforms and retail marketing processes to improve efficiency and customer reach.

WRITER (FREELANCE)

Self-Employed | Jan 2016 - Mar 2019 (3 Years, 2 Months)

- Created persuasive marketing content, managed blog and social media writing, and developed grant proposals for nonprofit and commercial clients.

SKILLS/AREAS OF EXPERTISE

- Marketing Strategy
- Content Creation
- Social Media Management
- Proposal Development
- Market Research
- Brand Management
- Technical Writing
- Project Coordination
- Web Development
- SEO

TECHNOLOGY

- Hubspot
- Mailchimp
- Salesforce
- SAP
- Wordpress
- Canva

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