



SARAH

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

MEDIA BUYER-RSOC

IONOS (Philippines), Inc. | September 2025 – November 2025 (3 Months)

- Set up and optimized paid media campaigns across platforms by managing bids, budgets, targeting, compliance alignment, keyword research, A/B testing of creatives and landing pages, ensuring accurate tracking, monitoring daily performance, and maintaining campaign-level profitability through data-driven decisions.

VENDOR MANAGEMENT SUPPORT SPECIALIST

Lexmark Research & Development Corporation | June 26, 2024 – February 28, 2025 (8 Months)

- Managed supply partner operations by monitoring orders and performance, handling operational concerns and order exceptions, conducting monthly performance reviews, consolidating consumables forecasts, and coordinating closely with Planning and Supply Chain teams.

SOCIAL MEDIA MARKETING/LIVE CHAT AGENT

CeNix BPO Web Development Services | June 2022 – January 2024 (1 Year, 8 Months)

- Managed and grew multiple social media channels by promoting products and services, scheduling posts using Meta, Buffer, and Creator Studio, engaging with customers across platforms, handling live chat inquiries, and collaborating with marketing teams to ensure brand consistency.

SUPPLIER COORDINATOR

Channel Precision Inc. | May 2018 – April 2021 (3 Years)

- Coordinated supplier and order fulfillment operations by processing Amazon FBA and Shopify orders, managing Seller Central accounts, handling drop shipping and bulk orders, communicating with suppliers, tracking shipments, resolving customer concerns, and maintaining high-volume spreadsheet reporting across national and international teams.

SKILLS/AREAS OF EXPERTISE

- 5+ Years of Digital Marketing Experience
- Social Media Management & Content Strategy
- Digital Marketing Campaign Management
- Email Marketing & Email Automation
- Lead Generation & Lead Nurturing
- Paid Ads Management (Social Media Platforms)
- Website Design & Management (WordPress)
- Conversion Optimization & Qualified Lead Attraction
- Marketing Analytics & Performance Tracking
- Creative Design & Multimedia Editing

TECHNOLOGY

- HubSpot
- Meta Business Suite & Meta Ads
- Google Analytics
- LinkedIn
- TikTok
- WordPress
- Canva
- Adobe Photoshop
- Adobe Illustrator
- Clipchamp
- CapCut
- Hootsuite
- Asana
- Monday.com
- Trello
- Notion

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