



PRINZ

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Creation & Copywriting
- Webpage Content Crafting & Optimization
- Analytics & Performance Reporting
- Technical Website Checking
- Social Media Management & Posting
- Basic SEO (On-page, Off-page, Keyword Research)
- Competitor Analysis
- Digital Ads Support (Google Ads, Meta Ads)
- CRM Updating & Lead Tracking
- Task & Project Coordination

TOOLS

- Google Ads
- Meta Ads Manager
- ClickUp
- Zoho
- Trello
- HubSpot
- Canva
- Adobe Photoshop
- Adobe Illustrator
- WordPress
- Wix
- Squarespace
- Screaming Frog
- SEMrush
- Google Search Console
- Google Workspace (GS)
- Microsoft Office 365

Results-driven Digital Marketing Specialist with hands-on experience in social media marketing, SEO, and paid advertising, supported by certifications in Google Ads and digital marketing. Proven ability to develop engaging content, manage multi-platform campaigns, and build lead pipelines through CRM tools like HubSpot, contributing to increased brand visibility and audience engagement. Brings strong communication, analytical, and organizational skills to help organizations execute data-driven marketing strategies, generate leads, and support overall business growth.

WORK EXPERIENCE

DIGITAL MARKETING ASSOCIATE

Shadow Office Solutions | June 2025 – Present

- Supports digital marketing initiatives by creating content, coordinating online activities, and contributing to brand visibility across social platforms .

DIGITAL MARKETING SPECIALIST INTERN

Ethos Binary | April 2025 – July 2025 (4 Months)

- Created and curated content for Facebook, Instagram, and LinkedIn while researching SMEs and managing prospect data in HubSpot CRM to build a strong marketing pipeline .

SOCIAL MEDIA MARKETING INTERN

Meaningful Travel Philippines | April 2025 – July 2025 (4 Months)

- Assisted in strategic planning and execution for Facebook and Instagram campaigns; provided daily support to strengthen marketing operations and engagement .

GUEST SERVICE AGENT

Professional Purposes (PHP) Corp. | May 2023 – June 2025 (2 Years, 2 Months)

- Delivered high-quality customer service, managed correspondence, facilitated department needs, and ensured accurate information flow to support operations effectively .

LEAD AGENT-PASSENGER SERVICES

Swissport LLC Oman | April 2017 – July 2022 (5 Years, 4 Months)

- Led passenger handling operations, checked travel documents, assisted special-needs passengers, managed baggage claims, and ensured timely reporting while maintaining strict SOP compliance .

PASSENGER SERVICE AGENT

Miascor Ground Handling | December 2014 – February 2022 (7 Years, 3 Months)

- Processed check-ins, verified documents, communicated flight information, and prepared flight manifests and general declarations for arriving and departing flights .

PASSENGER SERVICE AGENT (PROJECT-BASED – HAJJ)

Saudi Ground Services | August 2014 – November 2014 (4 Months)

- Provided passenger assistance and operational support during HAJJ travel operations

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