



MARIA

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy
- CRM & Marketing Automation (GoHighLevel)
- Email Marketing (Segmentation, Nurture, Broadcast)
- Social Media Management & Strategy
- Content Creation & Content Marketing
- Landing Page & Funnel Development
- Facebook / Meta Ads Management
- Data Analysis & Marketing Reporting
- Graphic & Video Editing

TOOLS

- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform
- Meta Business Suite
- Google Ads
- Hootsuite
- Later
- Mailchimp

Results-driven Digital Marketing Specialist with 10+ years of experience in social media strategy, paid advertising, and content-driven digital campaigns. Proven track record of managing multi-platform marketing initiatives, optimizing campaigns through analytics, and leveraging tools such as Meta Ads, CRM platforms, and marketing automation systems to drive audience growth and lead generation. Brings strong expertise in SEO, content creation, and performance analysis, helping organizations increase brand visibility, strengthen customer engagement, and achieve measurable marketing results.

WORK EXPERIENCE

SOCIAL MEDIA MARKETING MANAGER

Nucleus Power LLC | July 2025 – Present

- Leads social media strategy, creates and schedules platform content, analyzes performance metrics, and collaborates with marketing teams to drive brand engagement and growth.

SOCIAL MEDIA MARKETING MANAGER

VA-Max (Valley Voltage LLC) | June 2022 – June 2025 (3 Years, 1 Month)

- Managed multi-platform social media content, executed Meta Ads campaigns, produced marketing graphics and videos, and automated workflows using GoHighLevel and CRM systems.

SOCIAL MEDIA MANAGER

BrightRay Publishing | November 2021 – April 2022 (6 Months)

- Managed daily social media postings, created branded marketing content, and increased audience engagement through community management and campaigns.

SOCIAL MEDIA MANAGER

Berry Virtual | June 2021 – October 2021 (5 Months)

- Developed and implemented social media content strategies to improve brand visibility and audience engagement.

SOCIAL MEDIA MARKETER & CONTENT WRITER

Remote Staff | October 2017 – January 2018 (4 Months)

- Produced SEO-optimized blogs, newsletters, and social media content while managing fan pages and online communities.

SOCIAL MEDIA SPECIALIST

Zylun Philippines Inc. | November 2014 – June 2017 (2 Years, 8 Months)

- Managed campaign reports, scheduled social media posts, and conducted blogger outreach to support online marketing initiatives.

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WORK EXPERIENCE

Virtual Assistant

Zylun Philippines Inc. | May 2013 – November 2014 (1 Year, 7 Months)

- Supported administrative operations including client communication, contact list management, scheduling, and preparation of newsletters and proposals.

LINK BUILDER

Zylun Philippines Inc. | April 2012 – May 2013 (1 Year, 2 Months)

- Executed link-building campaigns including directory submissions, article syndication, and social bookmarking to improve search visibility.

SOCIAL MEDIA SPECIALIST

Odusee Phils. Inc. | August 2010 – February 2012 (1 Year, 7 Months)

- Managed social profiles, performed directory submissions, and facilitated link exchanges to support online marketing campaigns.

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