



COLEEN

DIGITAL MARKETER
SOCIAL MEDIA SPECIALIST
SEO SPECIALIST

PERSONAL PROFILE

Digital Marketing Specialist with 5 years of experience in social media marketing, website management, SEO, and email marketing. I help companies increase their sales by up to 30% through creative email newsletters SEO, and by improving their social media presence. I would like to be part of your success!

CONTACT ME



WORK EXPERIENCE

Social Media Specialist

MAY 2023 - SEP 2024

- Created engaging social media posts using Canva for compelling graphics and captions, driving audience interaction and engagement.
- Implemented SEO strategies to increase online visibility and boost organic traffic using tools like WordPress and HubSpot.
- Managed and optimized Facebook Ads, Google Ads, and LinkedIn Ads, expanding reach and driving targeted traffic to the website.
- Executed monthly email marketing campaigns through HubSpot and Mailchimp, handling content creation and performance analysis to grow the subscriber base.
- Oversaw website management via WordPress, ensuring it remained updated, user-friendly, and aligned with brand identity.
- Handled social media management, ensuring consistent, strategic content dissemination across platforms.
- Designed visually appealing marketing materials for both online and offline campaigns using Canva.
- Monitored and analyzed digital performance metrics through tools like Google Analytics, providing actionable insights for continuous optimization of campaigns and marketing strategies.

Digital Marketing Specialist

APR 2023 - APR 2024

- Executed comprehensive digital marketing strategies, delivering successful campaigns across Facebook Ads, Google Ads, and other digital channels.
- Optimized website content and digital assets to align with branding, improve compliance, and enhance user experience.
- Collaborated with key stakeholders (Admin, Manager, CEO) to design and implement engaging digital content, including blogs, videos, and website materials.
- Managed CRM platforms, driving personalized digital marketing efforts and improving customer engagement.
- Handled digital advertising budgets, maximizing ROI through targeted ad placements and performance tracking.
- Developed and maintained a robust web presence, increasing brand awareness and engagement through consistent updates and optimization.
- Created and scheduled content across social platforms, including video/audio editing and post management.
- Managed WordPress website, ensuring smooth operation, regular updates, optimization, and security.
- Led email marketing campaigns, from template design to performance analysis, using platforms like Mailchimp and ActiveCampaign.
- Monitored performance metrics (via Google Analytics) for websites and email campaigns, providing actionable insights for improvement.

Digital Marketing Virtual Assistant/ SEO Specialist

MAY 2021 - MAR 2023

- Website Update & Management using WordPress, ensuring optimized performance and user experience.
- Optimized SEO for blog content, driving organic traffic and improving search rankings.
- Executed email marketing campaigns using platforms like HubSpot and Mailchimp, with content creation and performance analysis.
- Managed social media platforms, ensuring consistent and strategic content dissemination.
- Conducted market research to stay ahead of trends and inform marketing strategies.
- Designed graphics for digital campaigns using Canva.
- Reported and analyzed data with SEMRUSH to track performance and identify optimization opportunities.
- Led content marketing efforts, producing valuable, SEO-friendly content for various channels.
- Crafted compelling copywriting, enhancing engagement across platforms.
- Managed and optimized Google Ads and Facebook Ads, driving targeted traffic and increasing conversions.

Operations Assistant

SEP 2020 - APR 2021

- Support the company with lead generation activities which involves LinkedIn Sales Navigator, Data mining for outbound campaigns.
- Provide multi-faceted administrative support to the Executive Team, Operations Manager, Brokers and Advisors.
- Track, measure, analyse and report all lead generation results.

Marketing Communicator

SEP 2019 - SEP 2020

- Crafted an effective communication message to the company's social media followers and potential partners.
- Designed marketing collaterals in coordination with graphic artists.
- Managed the company's website content.
- Actively manage all social media engagements of the company (Facebook and Instagram)
- Handled company Website

Marketing Intern

NOV 2018 - MAR 2019

- Market Research – researched various relevant information about a country's food industry.
- Content Creation – created relevant content for company's website to boost, inform, and publish.

ACADEMIC BACKGROUND



BSBA MARKETING MANAGEMENT - 2019

TOOLS

