



Marie Cris

Digital Marketing Specialist

Skilled in paid ads, ecommerce, social media, and SEO/SEM, with a proven ability to boost traffic and conversions. Experienced with analytics and key ecommerce tools including Google Merchant, WooCommerce/Shopify, and Google Analytics.

Contact

Phone

[Redacted]

Email

[Redacted]

Address

[Redacted]
[Redacted]

Education

2013

BSBA- Financial Management

[Redacted]

Expertise

- Digital Marketing
- Paid Ads Advertising
- Ecommerce Campaigns
- Social Media Management
- WooCommerce/Shopify
- Administrative Assistance
- SEO/SEM

Language

English

Tagalog

Experience

2023 - Present

[Redacted]

Marketing Specialist/Manager

- Optimized eCommerce campaigns across Search, Performance Max, and Shopping.
- Integrated Google Analytics with Google Ads to enhance performance tracking.
- Managed Meta advertising campaigns.
- Handled marketing platform integrations for seamless eCommerce account setup.
- Built Canva-based email templates and deployed them across Klaviyo, Omnisend, Yotpo, and Brevo.
- Resolved client account enquiries with timely email and virtual support.

2022 - 2023

[Redacted]

Ads Specialist

- Managed, optimized, and scaled online ad campaigns across Google Ads, Facebook Ads, and other platforms.
- Monitored keyword bids, budgets, impression share, quality scores, and key performance metrics.
- Conducted competitive analysis and market research to guide advertising strategies.
- Reported on campaign results and delivered actionable insights for improvement.
- Stayed current with industry trends and platform updates, adjusting strategies as needed.

2015 - 2022

[Redacted]

Marketing Assistant

- Maintained strong customer service and built long-term client relationships.
- Processed multiple investments and assisted with loan enquiries.
- Resolved client concerns and delivered timely solutions to strengthen relationships.

Reference

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