



SUMMARY

Digital marketer with expertise in social media management, paid advertising, SEO, and email marketing. Skilled in developing and executing data-driven marketing strategies that enhance brand visibility, engagement, and conversions. Experienced in content creation, performance analysis, and leveraging AI tools to optimize campaigns. Proven ability to manage branding, lead generation, and digital growth for businesses across various industries.

CORE COMPETENCIES

- **Digital Marketing:** Social media management, content marketing & strategy, SEO optimization, email marketing, paid advertising (Facebook Ads, Google Ads, TikTok Ads), performance analysis & reporting, lead generation & conversion optimization
- **Graphic & Multimedia Design:** Branding & visual identity, static & motion graphics, UI/UX design, video & photo editing, product packaging & marketing collaterals
- **AI & Automation Tools:** ChatGPT, Midjourney, Runway, Flair, Kling.ai
- **Design & Research Tools:** Adobe Photoshop, Adobe Illustrator, Canva, Figma, Foreplay
- **Marketing & Analytics Tools:** Meta Business Suite & Ads Manager, Google Analytics, Google Ads, Mailchimp, ActiveCampaign, Kajabi
- **Project Management & Collaboration:** Trello, Slack, Notion, ClickUp, Asana

EDUCATION

SAINT LOUIS UNIVERSITY <i>Bachelor of Science in Nursing</i> • Recipient of Dean’s List Academic Achievement Award (1st year) • Member in Samahang Mag- aaral ng Nursing • Feature Writer/ Social Media Adviser in SLU Daily Dose	2022-2022
SAINT LOUIS UNIVERSITY LABORATORY SENIOR HIGH SCHOOL <i>Science, Technology, Engineering, and Mathematics</i> • Graduated with High Honors (Silver Medalist) • Research Committee in SANAMA (Student Council) • Head Researcher (PROJECT PAWI) • Recipient of Campus Leadership Award 2022 • Recipient of Campus Student Governance Award 2022 • Recipient of School Research Paper Award 2022	2020- 2022
ALAMINOS CITY NATIONAL HIGH SCHOOL <i>Special Program in Science, Technology, and Engineering</i> • Graduated with Honors (Bronze Medalist) • Head Researcher (HomePortMation; Ricromaticgator) • Feature Writer in Campus School Paper • Recipient of Campus Leadership Award 2020	2016-2020

PROFESSIONAL EXPERIENCE

HEAD OF MARKETING & BUSINESS STRATEGIST

April 2025-February 2026

Serene Infusion and Wellness Lounge, Serenara Wellness / Hormone Therapy Clinic
Chicago, USA / Nigeria, Africa

- Provide creative direction and leadership to the design team to ensure all visuals align with the brand identity and overall design strategy.
- Conceptualize and develop innovative, visually appealing design solutions that meet project objectives and resonate with the target audience.
- Review and approve design deliverables to maintain consistency, quality, and adherence to brand guidelines

SOCIAL MEDIA MANAGER

June 2025-October 2025

Heather Clarke Energy Healing / Energy Healing Practitioner
Western Australia

- Create and curate engaging, visually appealing, and brand-aligned content for all social media platforms.
- Oversee the design and creative direction of posts to ensure consistency and quality across all visuals and messaging.
- Monitor social media trends, audience insights, and engagement metrics to optimize content performance

HEAD OF GRAPHICS & BRAND VISIBILITY

November 2024-May 2025

Nature of Home LLC / Nature & Lifestyle Media Channel
Chicago, USA

- Led the overall visual direction and branding strategy across digital platforms
- Generated high-quality images using AI tools such as MidJourney for marketing and content use
- Designed graphics for social media, websites, and promotional campaigns
- Oversaw and reviewed WordPress articles to ensure visual consistency and brand alignment
- Collaborated with content and marketing teams to enhance brand visibility and engagement

HEAD OF GRAPHICS & MARKETING

October 2023-February 2025

GraphComms / Freelance Graphic Design Firm
New York, USA

- Provide creative direction and leadership to the design team, ensuring that all visual materials align with the brand identity and overall design strategy.
- Conceptualize and develop innovative and visually appealing design solutions that meet the project objectives and resonate with the target audience.
- Review and approve design deliverables to maintain consistency, quality, and adherence to brand guidelines.
- Conduct regular design critiques and provide constructive feedback to the team to enhance their skills and ensure the continuous improvement of design

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

January 2023-November 2024

Market Center Net / Finance Industry
Texas, USA

- Created visually compelling designs for digital and print marketing materials, including social media graphics, banners, and advertisements, enhancing brand presence and engagement on Pinterest.
- Collaborated with cross-functional teams to develop cohesive design strategies that align with marketing goals and ensure a consistent brand identity across platforms.
- Optimized design assets for various platforms, specifically Pinterest, ensuring visual appeal and compliance with platform-specific guidelines to drive audience engagement.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce high-quality designs, enhancing the visual storytelling of Marketcenter.net's Pinterest presence.

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

May – June 2024

Light of Gold PR Marketing / Marketing Agency
New York, USA

- Designed marketing materials, including social media graphics, brochures, and presentations
- Developed branding assets aligned with client guidelines for campaigns and promotions
- Collaborated with the marketing team to create compelling visuals for PR initiatives
- Enhanced social media engagement by designing eye-catching static and animated content

