



Jefren

Project Manager, Account Manager, and Marketing Expert

ABOUT ME

Experienced Website and Digital Marketing Project Management with a strong background in managing web development projects, Client Account Management, and Marketing Management for SaaS and Digital Products. I excel in team coordination, timeline management, and ensuring project goals are met. Looking to bring my skills to the company to help build effective and innovative websites



EDUCATION

Bachelor's Degree in Business Administration, Major in Marketing Management

2023-2024

Undergraduate in Bachelors of Science in Communication

2021-2023

SKILLS

Marketing Skills

- Community Management
- Content Strategy
- Project Management
- SEO
- Website Design
- Automation,
- Google Analytics,
- Preparing Presentations
- Client Onboarding
- Meta, LinkedIn, and Google ads Management

Technical Skills

- Graphic Design
- Sales
- Troubleshooting
- CRM Management
- Cold-Calling
- Recruitment
- General Admin
- Training
- Appointment Setting
- Customer Support

JOB EXPERIENCES

Accounts and Marketing Manager



2019-2024

- Streamlining Business Processes including the creation of Company SOPs
- Building Strong Partner Relationships for Accounts varying from Individual Clients to Corporations Training, Onboarding, and Mentoring new Clients and Contractor
- Onboarding and Managing Client Projects which includes managing Project Timelines, Coordinating with relevant Internal Departments, and managing calendars and schedules
- Managing Meta and Google Ads by analyzing, optimizing, and implementing strategies to help boost engagements and conversions.
- Responsible for creating and approving Marketing Creatives for Quality Assurance

Senior Account and Project Manager



2023 - 2024

- Web Development and Digital Marketing Project Manager, managing timelines, schedules, and team management
- Onboarding Clients for Software and Project Demos through Client Facing Set-Ups.
- Assists in Marketing Quality Assurance which includes designing and approving Marketing Objectives, Initiatives, and Creatives

Customer Success/Account Manager



2023

- Responsible for making account implementations to anticipate account/client issues and needs through daily Client Check-ins
- Appointment Setting through cold calling
- Coordinating with internal departments for software bugs and/or inquiry resolution and Triage for further development
- Streamlining Client Processes - i.e, documentation of program procedures for annual recurrence