



DENISSE



My objective is to obtain a challenging position where my training, experience and personal skills will add value to the company.

RELEVANT EXPERIENCE

MARKETING VIRTUAL ASSISTANT



- Generate and create diverse content across multiple platforms
- Utilized AI tools for content creation and optimization
- Schedule and managing of posts on LinkedIn, Pinterest, X, TikTok, YouTube, Facebook, Instagram, and Instagram Threads
- Create and edit short-form videos, reels, and shorts with minimal editing
- Perform administrative tasks and supported daily operations
- Write and upload blogs using WordPress, ensuring SEO best practices
- Manage and optimizing Google My Business listings
- Develops copy for marketing campaigns, ads, and social media
- Conduct minimal website edits and updates to ensure functionality and branding alignment
- Work Central Standard Time (CST)

CONTACT

- ✉
- ☎
- 📍

SKILLS

- SOCIAL MEDIA MANAGEMENT
- DIGITAL MARKETING
- BASIC SEM/SEO
- CONTENT CREATION
- INFLUENCER MARKETING
- SOCIAL MEDIA ADS
- BRAND MARKETING
- COPYWRITING
- EVENT MANAGEMENT



QUALIFICATIONS

- Works well under pressure
- Functions independently, with minimal supervision
- With good interpersonal skills
- Always reliable, a great team player
- Result-oriented person
-

EDUCATION

Bachelor of Science in Business Administration
Major in Marketing Management

INTERNSHIP

MARKETING INTERN

- Handled billing statements for different suppliers for Marketing Events
- Sit in with our marketing team through each phase of development, from brainstorming ideas to developing marketing materials and events.

REFERENCES

Available upon request

INFLUENCER TEAM MANAGER

- Generate leads and clusters of influencers to feed clients' requests for their marketing campaign needs.
- Foster a pool of quality influencers and creators across all platforms such as Instagram, TikTok, and YouTube.
- Conducts research on our partnered clients to provide them the right influencers and creators that would fit their campaign.
- Provides and delivers quality list of influencers within the given timeframe.
- Trains and shadows new team members.
- Checks and confirms outputs and leads generated by the team.
- Conducts briefing before delegating the tasks to ensure quality leads, and making sure it is aligned to the client's needs.
- Provides feedback to the output and leads generated, coach and advises team for improvement or revisions.
- Work Eastern Standard Time (EST)
-

BRAND MARKETING OFFICER II

- Assists in planning, strategizing and executing marketing designs and activities to establish and maintain brand presence in the market
- Defines product strategies and road maps
- Develops effective product positioning in the market
- Launches and oversees advertising and media planning
- Conduct competitive strategic analysis, consumer segmentation and consumer insight development
- Coordinate activities involved in the brand positioning of the products
- Oversee company marketing campaigns both internally and externally
- Source partnership with local entities that will help local store marketing in increasing traffic, sales and brand awareness
- Develop and implement internal marketing program
- Plan, develop and deliver campaigns as agreed within timescales
- Plans and manages the publication of all publicity material to maximize brand promotion

VA | DIGITAL CAMPAIGN COORDINATOR

- Supporting marketing initiatives internally and externally
- Creating and managing mailing lists for acquisition
- Handling product and service launches
- Editing marketing material for clients and internally
- Researching market trends for clients and Outreach Prods.
- Identifying and engaging with vendors
- Coordinating marketing events
- Developing and sourcing content for digital platforms
- Optimize SEO, Google Ads and Facebook Ads
- Managing client pages and outreach productions pages
- Email potential clients and help develop acquisition strategies
- Develop reports monthly for clients and outreach productions
- Actively participates in ideas generation meetings
- Crafts project plans, strategies, guidelines into presentation decks as needed
- Functions as copywriter as needed in projects and activities
- Work Atlantic Standard Time (AST)
-

MARKETING ASSISTANT

- Increase the company's social and online presence through a variety of social media platforms
- Assisted in the ideation, production, and execution of marketing communication efforts
- Generates campaign that increase the awareness of the brand
- Creates monthly content and product ad plans
- Helps promote brand uniformity and ensure brand consistency
- Generate and implement media planning, buying and innovation strategies
- Launches for brand handles
- Assisted in the preparation of marketing presentations
- Manages brand assets such as digital platforms, in-store collaterals
- Manages day-to-day marketing and administrative requirements
- Digital marketing needs
- Finds ways to reach common ground with brands and influencers
-