

# Jade Darriel De Lara

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## CAREER SUMMARY

Reliable and dedicated professional with four years of experience in the information technology field. Competent with email marketing campaigns and automation platforms. Committed to excellence and demonstrates the ability to work and communicate in an international environment, as well as excel in individual tasks. Seeking opportunities where I can utilize my skills and knowledge in a business environment to achieve the organization's goals.

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## KEY COMPETENCIES

Software proficiency (MS Office) IT and Marketing Platform Skills	Reliability, punctuality, and a strong commitment to work	Building strong relationships with colleagues
Time management and organization	Critical thinking skills Effective communication skills	Proactive and self-motivated Exceptional organisational skills

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## PROFESSIONAL EXPERIENCE

### EMAPTA - PHILIPPINES

Oct 2023 - Present

#### Email Strategist

I'm an experienced Email Campaign Specialist, optimizing campaigns for multiple US clients. I segment lists for targeted content, use A/B testing for performance, and collaborate with design and copywriting teams. I monitor KPIs for data-driven decisions and have a proven track record of success.

### GROWTH ASSISTANT - PHILIPPINES

May 2023 - Aug 2023

#### Email Marketer

I specialize in designing and executing email marketing campaigns, conduct A/B tests for optimal performance, and collaborate with design teams for appealing templates. I monitor analytics to refine strategies and have managed multiple US clients.

### HEDY PHILIPPINES - TAGUIG, PHILIPPINES

Dec 2020 - Apr 2023

#### Salesforce Marketing Cloud Developer

I've integrated Salesforce Marketing Cloud with CRM systems, ensuring seamless data sync and accurate reporting. I use AMPscript and SQL to personalize content and provide technical support and training on Marketing Cloud best practices. I've managed multiple accounts, including a bank and car dealer in Canada.

### LUXASIA - TAGUIG, PHILIPPINES

Oct 2019 - Dec 2020

#### Digital Campaign Associate

I'm a seasoned Digital Marketing Specialist, skilled in content creation and A/B testing across various digital channels. I excel at refining campaign strategies and presenting results in an actionable format. I've handled renowned beauty and perfume products in Asia, offering a unique perspective to my work.

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## EDUCATION & CERTIFICATIONS

### BULACAN STATE UNIVERSITY - MALOLOS, PHILIPPINES

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY