

Contact

vincentleovaldez@gmail.com

www.linkedin.com/in/vincentleovaldez (LinkedIn)

vincentleovaldez.com/ (Personal)

calendly.com/vlvdigital (Other)

Top Skills

Creative Strategy

TikTok Ads

Paid Social Media Advertising

Languages

English (Native or Bilingual)

Certifications

EF SET Certificate™

Marketing on Facebook

Advertising on Facebook

Marketing on Instagram

Advertising on Facebook: Advanced

Vincent Leo Valdez

Performance Creative Strategist | Meta and TikTok Ads Expert |
Ecom x DTC

Angeles, Central Luzon, Philippines

Summary

Hi! My name is Vincent and I am a Facebook Ads and TikTok Ads Specialist plus a Creative Strategist helping e-commerce brands scale with performance-driven creatives.

I have a degree in Bachelor of Science in Information Technology. I was an undergrad in Accounting Technology. So I tend to love data analytics and technology.

As an ad specialist and creative strategist, I am spearheading multiple phases starting from doing deep dive research, keeping track of creative pipelines or creative roadmaps, creating briefs, quality assurance on produced assets, launching creatives based on our cadence to analyzing and documenting results, and end it with a creative retros for iterations and net new ideas to test next.

As a Creative strategist, I play a crucial role in driving marketing campaigns by leveraging new ideas, content sources, and media production strategies.

As a media buyer, I am in charge of making sure that the performance of the ad accounts are profitable so we can scale the business.

My tasks involve market research to identify trends, competitor analysis, analyzing ad performance data, writing ad briefs. It must be noted that Creative strategists need a strong understanding of digital marketing, critical thinking skills, knowledge of media buying and I happen to do media buying as well.

If you think we are a good fit, send me a message for small talk.

calendly.com/vlvdigital

Experience

VLV Digital Solutions

8 years 3 months

TikTok Ads Creative Strategist and Media Buyer (Zot)

September 2023 - Present (7 months)

Chief Facebook Media Buyer and Creative Strategist (Kop)

October 2021 - Present (2 years 6 months)

TikTok Creative Strategist, Head of Media Buying (TikTok and Meta Ads)

September 2023 - March 2024 (7 months)

London, England, United Kingdom

<https://www.nsydigital.com/>

TikTok Ads Creative Strategist and Media Buyer (Trilogy)

September 2023 - January 2024 (5 months)

Facebook Ads Ecommerce Media Buyer

October 2021 - December 2023 (2 years 3 months)

FCM 365 - On call FB Ads Specialist

Facebook Ads Advisor (Torkings)

August 2021 - December 2023 (2 years 5 months)

Ecommerce business focused on improved and newly designed games.

Facebook Ads Media Buyer for e-commerce

September 2021 - January 2022 (5 months)

Dropshipping business - MD

Senior Media Buyer

September 2021 - December 2021 (4 months)

Multiple stores - dropshipping company from Taiwan

Facebook Ads VA & Analyst (AGENCY: VII Digital)

September 2020 - July 2021 (11 months)

Analyzing Facebook Ads results and reporting them to the adops team on a daily, weekly, and monthly basis. Helping the team on account management, budget control and optimization.

Ocean and River Cruise: Lead Generation and Sales Associate

January 2017 - September 2020 (3 years 9 months)

International Voyager, Inc.

Remote VA/Executive Assistant

January 2016 - September 2020 (4 years 9 months)

Worked with different clients on different virtual assistant and executive roles as a freelance contractor primarily in the field of e-commerce and travel industry. I have worked as an online business manager, Shopify Store Manager, Basic Facebook Advertising, Product listing, fulfillment, customer service, sales, product research, and more.

Small Business Owner

November 2019 - March 2020 (5 months)

Philippines

Manage Shopify store and whole operation.

Creating adverts for an e-commerce store. Niche: Health Supplements

Local e-commerce

Facebook Ads Management

Social Media Management

Product Listing

Basic Photo editing

Basic Video editing

Copywriting

Website development -Shopify

Shopify Store Management

Customer service

Answering Product Questions

Checking Order Status

Sales

Basic Ad creation

Product Research

Fulfillment

Order confirmation with buyers

Updating inventory

Customer and audience research

Chatbot creation through Manychat

Small Business Owner

October 2019 - March 2020 (6 months)

Philippines

Manage entire operation from Shopify to fulfillment.

Creating adverts for an e-commerce store. Niche: Home improvement products

Facebook Ads Management

Shopify Store Management

Chatbot creation through Manychat

Shopify & Freshdesk Manager

June 2016 - February 2020 (3 years 9 months)

WA Camphin & Co.

Facebook Ads Manager

January 2018 - September 2019 (1 year 9 months)

Khloris Co.

Launching Facebook ads for dropshipping business.

Facebook Ads Manager

June 2017 - December 2018 (1 year 7 months)

Kay Mommy and Baby UK

Launching Facebook ads for dropshipping business.

International Voyager Inc

Lead Generation and Cruise Sales Specialist

January 2017 - September 2020 (3 years 9 months)

- Working from home, providing top notch service, and fulfilling dream vacations.
- Building customer relationships
- Following up with clients in a timely fashion.
- Accurately confirming vacation reservations.
- Building product knowledge by completing vendor training
- Building email list and lead generation

BPO

Customer/Technical Support Representative

January 2012 - May 2016 (4 years 5 months)

Clark, Philippines

Education

Mabalacat City College

Bachelor of Science in Information Technology · (2017 - 2021)

