

# MICHELLE SORAYA P. VALENZUELA

## DIGITAL MARKETING STRATEGIST

6 years of Digital Marketing and Sales experience in a fast-paced Environment. Track record for high standards in delivery and performance, resulting in engagement and revenue growth.

### CONTACT



[www.linkedin.com/in/michellevalenzuela01](https://www.linkedin.com/in/michellevalenzuela01)



[michellesoraya.valenzuela@gmail.com](mailto:michellesoraya.valenzuela@gmail.com)



647 466 5872

### EDUCATION

Centennial College, Toronto ON  
2023

- Graduate of Digital Engagement Strategy Marketing, GPA 4.1
- Graduated with Honours

University of Perpetual Help,  
2007

- Graduate, Bachelor of Science in Electronics and Communications Engineering
- Awardee, Best in Thesis, Solar Lamp with Cellphone Charger

### CERTIFICATIONS

- **Digital Marketing Associate Meta**, Issued Nov 2022, Credential Candidate ID: CF00866047
- **Hootsuite Platform Certification Hootsuite**, Issued Oct 2022, Credential ID 59635199
- **Google Ads Display Certification Google**, Issued Nov 2022, Expires Nov 2023, Credential ID 132218100
- **Google Analytics Certification Google**, Issued Nov 2022 Expires Nov 2023, Credential ID 132213108

### WORK BACKGROUND

#### DIGITAL MARKETING SPECIALIST

##### HOPE AND HEALING INTERNATIONAL

###### Richmond Hill, ON Canada (March 2023 – Present)

- Plan and manage Brand related campaigns, provide post campaign analysis.
- Plan and manage content across platforms,
- Plan and manage digital Ads, provide post campaign analysis.
- Notably, increased social media engagement by 4x since March this year.
- Effectively utilized a \$10k monthly Google ad grant.
- Create monthly, quarterly and annual performance report for Brand,
- Analyze digital and social metrics, manage online community, and ensure digital ads and website compliance with ethical standards and legislation.

#### FREELANCE DIGITAL MARKETING SPECIALIST

Nakano Twins PH ( March 2021 – January 2023)

Spacio 55 Inc. ( February 2021 – February 2023 )

Gumaca Nature Farm ( September 2020 to December 2021 )

LuvMichelle Cosmetics ( July 2020-December 2021 )

PropZap ( December 2021 to December 2022 )

- Managed creative process of content for all social media channels ( Video and Images )
- Create and managed impactful Social Campaigns across Social Media Platforms ( Facebook, Instagram, Tiktok, and Google My Business )
- Design and development of Wix Website for Ecommerce

#### DIGITAL MARKETING MANAGER

##### NATO CATERING SERVICES, Philippines ( JUNE 2016 up to JUNE 2020 )

- Prepared Brand Audit and Customer Journey Analysis
- Prepared Annual Website Audit
- Managed Multichannel Marketing
- Prepared and executed annual marketing plans based on historical and current (trending) data
- Managed Paid and Organic Marketing
- Prepared monthly campaign performance and sales conversion reports
- Managed an average monthly spend of \$7000 CAD on Facebook and Google Ads (About \$700,000 total ad spend in 5 years)

#### OPERATIONS MANAGER

##### NATO CATERING SERVICES, Philippines ( MAY 2010 up to JUNE 2016 )

- Managed Bookkeeping, Sales, Marketing and Payroll
- Day-to-day monitoring of operations: kitchen, laundry, bakeshop, and warehouse maintenance
- Monthly department performance evaluation
- Safety and sanitation compliance inspections
- Product development
- Events management