

Coelyn Villacampa

+639456011399
coelynvillacampa@yahoo.com
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Vibrant and proactive individual proficient in streamlining marketing approach to connect with target consumers. Seeking a junior marketing executive position with a progressive organization to utilize 7 years of professional marketing experience in advancing marketing operations.

Skills

- Comfort with multi-tasking in a deadline-driven environment
- Outgoing personality with strong interpersonal and social abilities
- Familiarity with social media, social networking, email marketing and search engines
- Excellent Time Management Skills
- Proficient in Microsoft Office
- Understanding of basic business and marketing concepts
- Process Improvement

Work Experience

JUNE 2022- PRESENT

MARKETING EXECUTIVE- ADS MANAGER/ RBS FULFILLMENT CENTER

- Develop and implement an online marketing strategy to increase website traffic and sales.
- Manage sales, promotions, marketing and social media campaigns, and programmes over digital platforms using Facebook Meta.
- Analyze past performance of collections, categories and campaigns to improve marketing effectiveness.
- Controlling the advertising budget to manage expenses and maximize the return on investment.
- Developing, monitoring, writing and updating product content contained on eCommerce websites/portals (Shopify, Facebook)
- Work with product management, sales, graphics, and other relevant departments to provide updated content for assigned accounts to be shared across eCommerce platforms.

JUNE 2019- MARCH 2022

PROJECT MANAGER/BRANDING LEAD / GREEN INK SOLUTIONS AND TECHNOLOGY INC

- Engaged and maintained contact with social media prospects to drive traffic to the business.

- Maintains the company's social media accounts (Facebook, Lazada, Shopee, Instagram) and updates subscribers of company's latest products and promotions

NOVEMBER 2018 - MAY 2019

HUMAN RESOURCE & ADMIN ASSISTANT / MERLION'S CUISINE

- Support the management of disciplinary and grievance issues.
- Employee recruitment and interviews
- Working on job listings to recruit new employees.
- Answering employee questions and addressing employee concerns with company
- Representing employer in community and recruiting events

MARCH 2018 - JULY 2018

SALES AND MARKETING EXECUTIVE / LOGISTIKUS EXPRESS

- Closely communicate with sales team to develop sales strategies.
- Create and manage a calendar of events such as webinars, conferences, and thought leadership contributions.
- Conducts online marketing research on the new business leads.
- Assists sales colleagues with arranging meetings and sales calls with customers.

OCTOBER 2016 - FEBRUARY 2018

MARKETING ASSISTANT / XIMEX GROUP OF COMPANIES (XDE LOGISTICS)

- Manage and refine the organization's social media presence.
- Leads the implementation of project marketing activities and sales-generating events.
- Ensures availability of marketing materials (OOH, posters, flyers, brochures, digital, etc.) and selling tools of the project.
- Responsible for all ingress / egress exhibits and events.
- Assists in daily administrative tasks to ensure smooth flow and coordination of the project's activities.
- Coordinates with other departments with project inquiries and concerns.

Education

2012-2016

Bachelor of Business Administration Major in Marketing Management / University of Perpetual Help System Dalta

- Studied coordination, marketing research, selling, and product planning, development and techniques on sales management.
- Management of promotion, consumer behavior, and business information systems design.