

Contact

Business whatsapp call link:

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www.linkedin.com/in/rhody-sha-damayo (LinkedIn)
rddigitalmarketer.mystrikingly.com (Company)
www.canva.com/design/DAFD5wEBMQM/Ilu6yRTXcOZYE09QxtQIbA/view (Personal)

Top Skills

Community Engagement
Social Media Analytics
Marketing Campaigns

Certifications

Women Conquering Gig Economy
Website and Mobile App Development
Food Packaging Label Designer
Ads About Social Issues, Elections or Politics
Advanced Social Media Strategy Training and Certification (medalist)

Rhody Sha Damayo

B2B Marketer and Social Media Manager for Large Teams: Streamline workflows, amplify engagement. Free Consultation Available.

Arnold, Missouri, United States

Summary

Struggling to be seen online?

Let me help you explode your brand awareness and dominate social media as your expert Social Media Manager & Digital Marketer.

I specialize in helping businesses like yours:

Grow their online presence through strategic social media management.

Reach their target audience with laser-focused marketing campaigns.

Boost brand engagement and skyrocket sales.

Here's what I can do for you:

Craft a winning social media strategy across all major platforms

Create high-quality, engaging content that gets shared and loved.

Optimize your social media profiles for maximum visibility.

Build a thriving online community around your brand.

Deliver measurable results that track your success.

Plus, I offer:

Free social media audit to identify areas for improvement.

Competitor research to stay ahead of the curve.

Customizable marketing plans tailored to your specific needs.

Let's start with an organized client onboarding meeting to ensure we use our time S.M.A.R.T. (specific, measurable, achievable, relevant, and time-bound). Contact me today to get started!

Let's collab! Reach me through my email:
dessa.damayo@gmail.com or rhodyshadamayo@gmail.com.

Want free social audit? Book me up at https://calendly.com/rd_digital-marketer.

Check my full list of certificates here: <http://bit.ly/DamayoCertificates>

Experience

Private company

Social Media Manager and Virtual Assistant
September 2022 - March 2024 (1 year 7 months)
Singapore, Singapore

Asian Begonia Alliance (Facebook Community)

- *Managed social media presence for a large begonia grower community (7,000+ members)
- *Handled community engagement across platforms (DMs, comments, sectioned chat groups)
- *Developed and maintained a comprehensive content calendar for client approval
- *Created engaging social media posts with captions and relevant hashtags
- *Tracked, analyzed, and reported social media metrics to measure success and guide strategy

Guitar Bench Magazine (Instagram)

- *Managed Instagram account for a guitar magazine targeting USA, Canada, and Australia (30,000 followers)
- *Handled all social media engagement (DMs, comments)
- *Communicated with US and UK-based luthiers for content reposting and permissions
- *Created LinkedIn marketing projects focused on health and medical advancements

Freelance

Marketing Associate- Virtual Assistant
May 2022 - March 2024 (1 year 11 months)
Marketing Associate (Startup Focus)

- * Campaign Management: Execute marketing campaigns across various channels, including digital and print advertising.
- *Data-Driven Marketing: Analyze consumer behavior data (web traffic, rankings) to inform campaign strategies and measure success.
- *Market Research & Opportunity Identification: Conduct research to identify market trends and opportunities relevant to startup growth.
- *Cross-Functional Collaboration: Work collaboratively with design and content teams to develop engaging marketing materials.
- * Event Support: Assist in organizing and promoting events to reach target audiences.
- * Competitive Intelligence: Monitor and report on competitor activities to gain strategic insights.
- *Administrative Support: Manage daily administrative tasks to ensure smooth campaign execution.

Anikabooks

Digital Marketer for LinkedIn and Instagram

August 2023 - January 2024 (6 months)

Singapore, Singapore

Key Responsibilities:

1. Oversee and manage our social media platforms including Instagram accounts, and LinkedIn.
2. Handle engagement across platforms, ensuring timely response to DMs, comments, and other interactions
3. Develop a comprehensive content calendar for approval by client
4. Craft compelling posts complete with engaging captions and relevant hashtags
5. Track, analyze, and report on social media metrics to gauge success and inform strategy
6. Design captivating graphics for various digital platforms using Canva
7. Engage with book readers and reviewers for expanded network in youtube, instagram and booktok.
8. Creating Blog topics Based on the Brand Keywords to be created by another Copy Writer.

Self Employed

5 years 7 months

Social Media Marketing Manager

September 2017 - March 2023 (5 years 7 months)

Social Media & Content Pro for Food & Wellness Brands

1. Grow Your Fans & Keep Them Talking: Manage your social media (Instagram & Facebook) to build a following, schedule eye-catching posts, and chat with your audience.
2. Post Like a Pro: Schedule your best content (articles, blogs) at the perfect time to grab attention.
3. Content that Converts: Create engaging blog posts, articles, and website content that keeps visitors hooked and helps you climb search engine rankings.
4. Build Your Brand Story: Develop a strong brand image that reflects your values and mission, creating a lasting impression with your audience.
5. Get Seen by the Right People: Use powerful hashtags to make your content shine on social media and reach the customers you want to connect with.
6. Bonus! Visual Magic: I can help create eye-catching visual content (like photos and videos) that will grab attention and make your brand stand out.

Graphic Designer for Food Products and Labels, and Digital Marketing Materials

September 2017 - November 2022 (5 years 3 months)

*I design Digital marketing materials, including content planners and social media posts.

*Visuals for events and marketing campaign.

*Product Label with DOST guidelines.

*Create book mock-ups and illustrations for children's book on commission basis.

Whole sale Auto

Social Media Manager

August 2022 - November 2022 (4 months)

Nassau, New Providence, The Bahamas

Key Responsibilities:

1. Social Media Marketing & Posting: Develop and execute winning social media strategies, including crafting engaging content, managing accounts, and scheduling posts across platforms.
2. Virtual Assistant Training: Lead the training of two additional virtual assistants in social media best practices. This includes creating training materials and providing ongoing support to ensure they meet company expectations.

3. Automation Development: Streamline workflows by building automations for tasks like payment reminders and automated responses to customer inquiries.
4. Animated Explainer Video Creation: Design and develop engaging, informative animated explainer videos that showcase the company's offerings and value proposition.
5. Branded Company Asset Building: Create branded company assets such as headers and social media covers that reflect the brand identity and maintain consistency across all platforms.

OMG Resto

Social Media Manager

July 2022 - August 2022 (2 months)

Philippines

Core Duties:

1. SEO-Focused Social Media Management: Craft and manage engaging social media content across all platforms, maintaining consistent brand messaging and tone. Integrate relevant keywords like "lechon belly in Davao" to improve search engine ranking and brand awareness.
2. Data-Driven Digital Marketing: Develop and execute digital marketing campaigns aligned with OMG Group of Companies' goals, utilizing data insights to optimize performance and drive results. Focus on targeted campaigns to reach users searching for "Davao lechon belly".
3. E-commerce Optimization: Ensure accurate product listings with high-quality photos and detailed descriptions optimized for "lechon belly in Davao" search terms. Implement a seamless checkout process for a positive customer experience.
4. Automation Development: Streamline workflows by building automations for tasks like payment processing and automated messaging responses, improving efficiency and customer experience.
5. Brand Development: Collaborate with the CEO to create branded company assets (headers, social covers) that reflect the company's values and messaging. Consider incorporating location-specific elements to highlight your presence in Davao.
6. Industry Expertise & SEO Knowledge: Stay informed on industry trends and best practices in both marketing and SEO. Integrate new technologies and strategies to enhance work, drive successful outcomes, and improve search ranking for "Davao lechon belly".

Specialists' Primary Care of Ilang, Inc.
Staff Nurse Medical Surgical Ward
July 2019 - August 2020 (1 year 2 months)
Philippines

Responsibilities of a Staff Nurse in a Medical-Surgical Ward:

1. Direct Patient Care: Providing bedside care which includes tasks like monitoring vital signs, assisting with hygiene, and helping patients with ambulation.
2. Documentation: Maintaining accurate and detailed nursing notes about patient assessments, interventions, and responses.
3. Medication Administration: Administering medications to patients according to physician orders and monitoring for any adverse reactions.
4. Inventory Management: Auditing and refilling supplies and medications on the ward to ensure everything is stocked and readily available for patient care.
5. Communication and Collaboration: Referring diagnostic test results to the attending physician and collaborating with them to develop and implement a treatment plan.

Additionally, I gained valuable experience in pediatric care through assisting with venipuncture procedures. This fostered a keen eye for detail and a focus on achieving first-stick accuracy, minimizing patient discomfort and ensuring successful blood draws in a vulnerable population.

Nader & Ebrahim s/o Hassan Phil. Inc.
Corporate Occupational Health & Safety Nurse – Davao & Sto. Tomas
September 2016 - February 2018 (1 year 6 months)
Philippines

Key competencies of an occupational health nurse in your specific setting:

I. Workplace Health Education:

- A. Deliver engaging health lectures and workshops for employees on topics relevant to the banana plantation industry (e.g., pesticide safety, ergonomics, heat stress prevention).
- B. Collaborate with the CSR team to extend health education programs to the local community.

II. Preventative Healthcare & Wellness Programs:

- A. Design and implement annual health programs promoting disease prevention and healthy lifestyles for employees.

- B. Partner with the HMO to ensure efficient access to preventative healthcare services for employees.
- C. Consider incorporating elements relevant to the local community's needs into CSR initiatives.

III. Occupational Safety & Health Management:

- A. Conduct risk assessments to identify potential health hazards in the banana plantation and importation processes.
- B. Co-facilitate safety drills mandated by DOLE, ensuring employee preparedness for emergencies.
- C. Oversee the annual drug testing and physical exams for employees, ensuring compliance with regulations.

IV. Employee Health & Injury Management:

- A. Provide first-aid and basic medical care to employees for work-related injuries or illnesses.
- B. Maintain accurate and detailed occupational health records for employees.
- C. Work collaboratively with life coaches or other wellness professionals to promote employee well-being and healthy habits.

V. Community Outreach:

- A. Partner with the CSR team to develop health awareness programs for the local communities surrounding the plantation.
- B. Offer basic health screenings and educational resources to promote preventative healthcare within the community.
- C. Advocate for healthy living practices that benefit both employees and the local population.

Multi company in Holcim Lafarge Ilang Plant

On site Occupational Health and Safety Nurse

April 2014 - September 2016 (2 years 6 months)

Davao, Davao Region, Philippines

OHSA Nurse in Holcim Lafarge Responsibilities:

>Program Development & Delivery (Efficiency & Collaboration):

>>Streamlined health and safety programs: Developed targeted health and safety programs based on employee health assessments (physical exams, clinic check-ups) and identified needs. Utilized findings to create training

materials and conduct efficient workshops/seminars. Collaborated with other departments (e.g., CSR) to customize programs for different employee groups.

>Research & Problem-Solving (Efficiency & Collaboration):

>>Efficiently identified work-related health issues: Investigated health concerns (e.g., RICE Millers Syndrome) affecting employees. Gathered data through targeted methods (clinic check-ups) and analyzed results to identify root causes. Collaborated with the safety department to present findings and propose solutions.

>Budgeting & Resource Management (Efficiency):

>>Cost-effective health and safety initiatives: Prepared project reports with budget analysis. Allocated resources efficiently, ensuring financial sustainability of programs (e.g., health and safety kits in work areas).

>Communication & Collaboration:

Effective communication of research findings: Presented research findings and recommendations to the Holcim Safety Department and relevant stakeholders (e.g., Association of Contractor's Safety Team). Collaborated to implement changes that improved safety policies and practices, protecting employees from health risks.

Unifruitti Philippines

Occupational Health and Safety Nurse Supervisor in CHISI

March 2015 - June 2015 (4 months)

Davao, Davao Region, Philippines

Comprehensive OH Nurse Duties in Bay Area

Ensuring a Safe & Healthy Workplace:

Conduct regular workplace inspections (production areas, wharfs) to identify hazards and assess health & safety risks.

Collaborate with departments to develop & implement risk mitigation strategies.

Draft & implement health & safety policies compliant with OHSWA, DOLE, DOH regulations.

Partner with departments to ensure clear communication of safety protocols.

Training & Empowering Employees:

Collaborate to create engaging training sessions on safety topics (PPE use, emergency response).

Analyze injury/illness data to identify trends & develop data-driven prevention strategies.

Promoting Employee Wellness:

Design & present health promotion programs (smoking cessation, healthy eating) to encourage healthy lifestyles.

Conduct daily morning check-ups for high-risk groups (tailored to specific needs).

Partner with healthcare providers for follow-up care.

Workplace Health Education:

Schedule health seminars on employee health & safety, adhering to DOLE & DOH guidelines.

Partner with external professionals to deliver informative & engaging sessions.

Compliance & Testing Facilitation:

Facilitate random drug testing & annual physical exams, ensuring compliance with company policies.

Maintain confidentiality of employee health information & coordinate with healthcare providers.

Education

Davao del Norte State College, Panabo

Digital Marketing Course, Business, Management, Marketing, and Related Support Services · (October 2023 - November 2023)

DICT Digitaljobs PH

Certification of Completion - Medalist, General Virtual Assistant Technical Course · (June 2022 - August 2022)

DICT DigitaljobsPH

Certification of Completion - Medalist, Social Media Management Technical Course · (April 2022 - July 2022)

Davao Doctors' College

Bachelor of Science in Nursing, Registered Nursing/Registered Nurse · (June 2004 - April 2008)