

## CONTACT

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📄 [Content Portfolio](#)

🌟 [Graphic Design Portfolio](#)

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LINKEDIN AND PORTFOLIOS



*Sara V. Yega*

## EXPERTISE

- 🕒 Brand Management
- 🕒 Competitor Analysis
- 🕒 Content Creation
- 🕒 Copywriting
- 🕒 Graphic Designing
- 🕒 Inbound Marketing
- 🕒 Marketing Webinars
- 🕒 Photography/Videography
- 🕒 SEO Campaigns
- 🕒 Social Media Marketing

## TOOLS

- 🕒 Adobe Creative Suite
- 🕒 Canva
- 🕒 Hootsuite
- 🕒 HubSpot
- 🕒 Mailchimp
- 🕒 WordPress

# SARA V. YEGA

Digital Marketing Specialist | Content & Branding Expert

## PROFESSIONAL SUMMARY

Versatile, results-driven digital marketing professional with 6+ years of experience in **SEO, content strategy, brand management** and **digital campaigns**. Proven expertise in international markets and global brands like **TCL** and **Zoho**, having developed high-impact marketing content for **US, UK, and Australian audiences**. Adept at crafting data-driven strategies that boost engagement, optimize brand presence, and drive ROI. Experienced in **fast-paced, high-performance work environments**, with the ability to execute **large-scale marketing initiatives** effectively. Gained diverse experience across industries through short-term projects during the pandemic. Now, I am seeking a **long-term role** to apply my expertise strategically and drive sustained business growth.

## WORK EXPERIENCE

### COMMUNICATIONS OFFICER

Aquinas College (Leading Education Provider in Victoria, Australia, Serving 1,500+ Students) | Contract | Jul 2023 - Jan 2025

- Managed and upheld the College's **corporate branding** across all media, ensuring consistency in **publications**, produced **newsletters**, digital content and optimised social platforms.
- Designed **advertising materials**, publications and **event collateral**, supporting College-wide initiatives including the College musical and major events using the large in-house printer as well as liaising with external agencies for large-scale projects.
- Led campus **photography** and **videography**, capturing key moments and supporting **promotional initiatives**.
- Independently handled all design responsibilities under **high-pressure conditions**, while **training colleagues in digital tools** using my **digital expertise** to enhance team capabilities.
- ◆ **Key Achievement:** *Integrated traditional and digital marketing for Open Day, designing banners, managing socials, billboard ads, driving a 20% increase in attendance and higher enrolments.*

### DIGITAL MARKETING SPECIALIST

TCL Electronics AUS & NZ (Global Consumer Electronics Leader, Top 2 TV Brand Worldwide) | Full-time | Nov 2022 - Apr 2023

- Planning and executing all **digital marketing** activities across TCL's diverse product range
- Managing TCL's official website, **event promotion**, sponsorship digital activation, **SEO/SEM**, marketing database, EDM, social media activities, **display advertising campaigns**, etc.
- ◆ **Key Achievement:** *Led TCL's FI Australian Grand Prix 2023 and AFL sponsorships, executing campaigns that boosted social media engagement by 15% and website traffic by 10%.*

### MARKETING ANALYST

Zoho Corporation (Global SaaS Leader, 150+ Countries, 100M+ Users)| Full-time | Nov 2021 - Oct 2022

- Developed **SEO-driven content** and conducted competitor analysis to enhance brand visibility across blogs, websites and marketing emails to drive **global brand positioning**.
- Hosted **marketing webinars** and product demos for international clientele including **US, UK and Australian audiences**, leading technical Q&A sessions and **improving customer engagement**.
- ◆ **Key Achievement:** *Increased webinar attendance by 67%, boosting customer retention and driving higher conversion rates.*

## CERTIFICATIONS

### ADOBE INDESIGN ESSENTIALS

Issued by City Desktop Training

### ADOBE PHOTOSHOP ESSENTIALS

Issued by City Desktop Training

### ADOBE ILLUSTRATOR ESSENTIALS

Issued by City Desktop Training

### LOCAL SEO FUNDAMENTALS

Issued by Moz

### GOOGLE ANALYTICS FOR BEGINNERS

Issued by Google Analytics Academy

### CERTIFIED PROFESSIONAL WORKING PROFICIENCY

Issued by Cambridge University Press & Assessment English

### LEVEL N5 - JAPANESE LANGUAGE PROFICIENCY

Issued by The Japan Foundation

## AWARDS RECEIVED

 Most Valuable Professional Award | AI Australia (2020)

 Best Outgoing Student Award for Extra-curricular activities (2018)

 Appreciation Award for excellent academic performance (2015)

 Toppers Award, Sona College (2015)

## DIGITAL MARKETING EXECUTIVE

Essential Solar (Innovative Solar Energy Solutions Provider for Commercial & Residential) | Contract | May 2021 - Oct 2021

- Planned and executed digital marketing campaigns across web, SEO/SEM, email, social media, etc.
- Developed creative growth strategies to enhance brand visibility and maintained an active social media presence.
- ◆ *Key Achievement: Increased website traffic by 12% and improved lead generation through targeted SEO and social media strategies*

## DIGITAL MARKETING SPECIALIST

[MULTIPLE PROJECTS] Freelance | Jan 2020 - May 2021

### ◆ Brand Awareness & Content Writing – Flexbox Digital (Leading Digital Marketing Agency, Serving Global Clients)

- Wrote compelling blog content tailored to audience personas, enhancing brand awareness.
- Developed SEO-optimized articles that contributed to increased website engagement.
- ◆ *Key Achievement: Published blog articles that contributed to a 17% increase in organic reach and improved audience retention.*

### ◆ Social Media & Content Strategy – AI Australia

(Australia's AI Pioneer, Transforming Industries Nationwide)

- Managed social media content calendars, leveraging market research and competitive analysis to refine marketing strategies and boost engagement.
- ◆ *Key Achievement: Increased social media engagement by 22%, leading to a 48% growth in inbound leads within 3 months.*

### ◆ SEO & Website Optimization – Brave Energy Systems

(Renewable Energy Leader, Sustainable Eco-Friendly Solutions)

- Developed and implemented an SEO strategy, conducting website audits to enhance rankings and boost organic traffic.
- ◆ *Key Achievement: Improved website traffic by 32% through targeted SEO strategies and content optimization.*

## CONTENT MARKETING SPECIALIST

Zoho Corporation (Global SaaS Leader, 150+ Countries, 100M+ Users) | Full-time | Dec 2017 - Dec 2019

- Created content for the brand's website, product landing pages, various online/offline materials, including technical documents, help guides, etc., ensuring consistency across all platforms.
- Developed strategic content for product launches and events, ensuring brand consistency and maximizing audience reach.
- ◆ *Key Achievement: Optimized website content for multiple page-one rankings to top 3 positions, significantly improving organic traffic and visibility.*

## EDUCATION

### SONA COLLEGE OF TECHNOLOGY

Bachelor of Engineering in Electronics and Communication Engineering (GPA: 8.5/10.0) | 2014-2018

◆ *Transitioned into marketing through six years of practical experience, supported by online courses, continuous learning and hands-on collaboration with professionals. My engineering background enhances my analytical and problem-solving skills in strategic marketing.*

## HOBBIES & INTERESTS

- Narrative Enthusiast: Contemporary fiction reader
- Active & Entertained: Zumba, classic films, sitcoms