

Anne Camille Guevarra

Digital Marketing Project Manager

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Portfolio: <https://acamilleguevarra.journoportfolio.com>

Professional Summary

Digital Marketing Project Manager with 7+ years of experience in marketing agency and start-up environments. Experienced in leading cross-functional teams across content, design, and web development. Skilled in end-to-end campaign execution, client communication, and marketing automation using tools like ClickUp, HubSpot, Notion, and Google Workspace. Comfortable being hands-on in content creation, social media, and basic design tasks when needed.

Core Skills

- Project Planning and Coordination
- Content Marketing Strategy
- Cross-Functional Team Leadership
- Client Communication and Liaison
- Campaign Tracking and Analytics
- HubSpot & ClickUp Management

- Social Media Management
- Basic Graphic and Video Editing
- Web Development Coordination

Tools & Platforms

ClickUp, HubSpot, Notion, Trello, Asana, Slack, Google Workspace, Canva, WordPress

Work Experience

Digital Marketing Project Manager | Student Marketing Agency | Aug 2021 -

Present

- Lead 8–10 digital marketing projects across various industries.
- Coordinate creative and technical teams for campaign execution.
- Use ClickUp for task management, deadlines, and project tracking.
- Oversee HubSpot campaign components, tracking, and performance.
- Support content strategy, analytics integration, and client reporting.
- Directly communicate with clients and provide regular updates.

Digital Marketing Coordinator | Student Marketing Agency | May 2021 – Aug

2021

- Delegated work across full-service teams (SEO, content, design, etc.).
- Tracked deliverables and collaborated with Marketing Managers.
- Maintained project timelines and ensured quality outputs.

Senior Digital Content Project Leader | QRx Sales and Digital Marketing | Mar

2020 – Dec 2020

- Managed timelines, content briefs, and campaign calendars.
- Led coordination with internal teams to meet deadlines.
- QAed deliverables and monitored client project success.

Content Writer | QRx Sales and Digital Marketing | Jan 2020 – Mar 2020

- Wrote marketing content across multiple platforms
- Conducted research and collaborated with creative teams

Guest Communications Officer | BPO Heroes | Sep 2018 – Oct 2019

- Managed guest communication for 200+ Australian properties
- Assisted with check-in/out processes and troubleshooting

Project Manager | Biotech Animated | Feb 2016 – Nov 2017

- Managed a team of writers and editors.
- Oversaw SEO, analytics, and editorial direction.
- Liaised with Creative Director and tracked content performance.

Content Writer | Big Fish LLC | Jan 2014 - Dec 2016

- Research and provide topics to be written to the company site
- Proofread articles on the site
- Check the grammar, tone, and style of the articles before publishing
- Management of SEO of all the articles on the site

- Provide graphics for articles

Skills & Qualifications

- Fluent in English and Filipino
- Pursuing certifications in HubSpot, Marketing Analytics, and Project Management
- Comfortable with web development coordination and marketing automation tools
- Basic graphic and video editing for marketing collateral
- Strong communication, client liaison, and problem-solving abilities

Achievements and Awards

- Led strategy and implementation for campaigns that increased client engagement by up to 45%
- Recognized for outstanding team leadership and cross-functional coordination
- Successfully managed over 50 marketing projects across B2B, B2C, NGO, and e-commerce sectors
- Promoted from Digital Marketing Coordinator to Project Manager within 3 months at Student Marketing Agency

Education

Bachelor of Science in Medical Technology, University of Perpetual Help System

DALTA

Certifications

Currently open to pursuing certifications in HubSpot, Project Management, and Marketing Analytics.

Interests

Writing, Social Media, Clay Art, Hiking, Volunteerism, Animal Care