



NICOLE GUEVARRA

nicoleguevarra.journoportfolio.com

INTRODUCTION

Hi, I'm Nix!

I connect brands with people by transforming ideas into effective stories.

SKILLS

Ideation

Copywriting

Creative Writing

Content Strategy

Social Media Management

Digital Marketing

Project Management

CONTACT

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AWARDS

Award of Excellence in
Communication | Student Quill PH
Consistent Dean's Lister | PLM

CERTIFICATES

John Robert Powers Personal
Development Program | Level 1
Digital Marketing Course | Udemy

REFERENCE

Upon request

PROFESSIONAL CAREER

SOCIAL MEDIA MANAGER

Leadfeeder | Sept 2020 - Present

Implementing social media efforts to align with marketing strategies by:

- Designing and developing creative online content across Leadfeeder social media platforms such as Facebook, Instagram, LinkedIn & Youtube, increasing following by **5% MoM**.
- Overseeing and answering Facebook community group queries and comments

FREELANCE SOCIAL MEDIA MANAGER | WRITER | VA

Hello Anna Branding & Co | May 2020 - Present

Boosts digital efforts for international clients by:

- Building, writing, and optimizing SEO (link building, reporting, keyword research) for Texas-based law firm
- Crafting social content for New York-based lead generation company
- Managing Virginia-based digital marketing consultation startup's online presence through content creation, lead generation, and project management

DIGITAL MARKETING SPECIALIST

John Robert Powers Philippines | Oct 2019 - May 2020

Supervised and executed the company's digital marketing plans, specifically:

- Increased sales lead generation in the first half of 2020 vs. last year (**1105%** in Jan, **600%** in March, **100%** in April) with implementation of campaigns across owned social channels (Facebook, Instagram, YouTube, Blogs)
- Boosted the company's branding and overall presence on social media through reinvention of **Instagram, Facebook, and Youtube**
- Spearheaded marketing efforts for the launch of the company's **first email campaign, JRP free online course and online classes**.

COPYWRITER

Toy Communications Advertising | Nov 2016 - Oct 2019

Led campaign, copy, and content development for over 20 brands in the Philippines, specifically:

- Spearheaded communications campaigns for life insurance company, boosting BPI-Philam as **number one bancassurance firm in 2017**
- Produced yearly and monthly digital campaigns and content for FMCG company generating **15% increase in sales, 22-point ad recall and 3.1 million people reached**
- Built brand image, personality, and voice for FMCG company's social media presence increasing following to **470,000**
- Crafted internal and external advertising materials in all forms

EDUCATION HIGHLIGHTS

PAMANTASAN NG LUNGSOD NG MAYNILA

BA Mass Communication | Major in Public Relations
2011-2015

LA CONCORDIA COLLEGE

2007-2011