

Yvette Lorraine Aquino

Campaign Manager and Creative

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Certifications

- B2B Foundations: Social Media Marketing
- Marketing Research Foundations
- HubSpot Marketing Hub Software Certified
- HubSpot Email Marketing Certified
- Facebook Advertising Elite Masterclass
- Social Media Management In-depth Training
- LinkedIn Digital Marketing Foundations
- LinkedIn Content Marketing Funnel for Creators

Education

Bulacan State University
Bachelor of Arts in Broadcasting
2015–2019



Work Experience

Her Glow Labs (Melbourne, AU)

Content Manager - February to May 2026

- Develop and manage content for the company's website, blog, email campaigns, and social media platforms.
- Create clear, engaging, and educational content about peptides, products, research, and relevant industry topics.
- Plan and maintain a content calendar that supports product launches, promotions, and marketing campaigns.
- Apply SEO best practices and keyword research to improve search rankings, website traffic, and content visibility.
- Review content for accuracy, brand consistency, and compliance, while avoiding unsupported medical or therapeutic claims.
- Track content performance, identify improvement opportunities, and work with marketing and design teams to increase engagement and conversions.

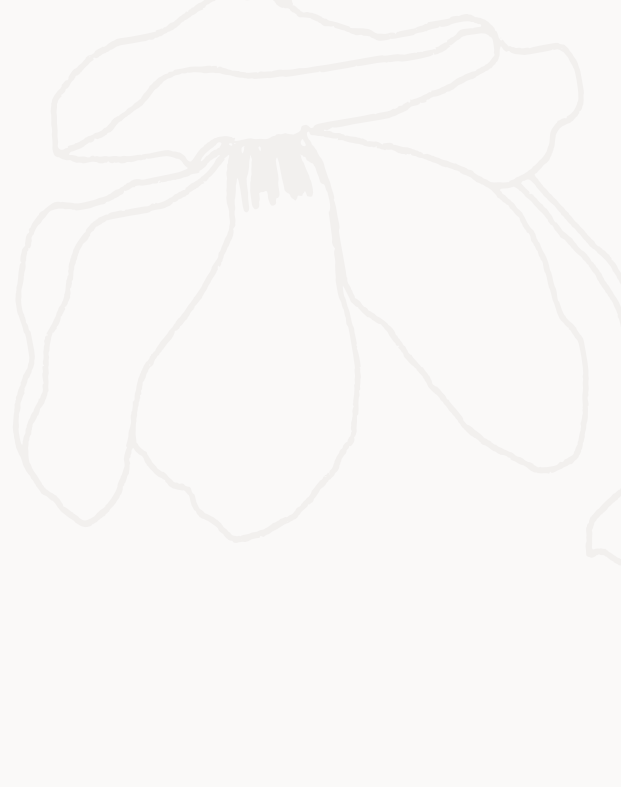
Tools used: HubSpot, Google Search Console, GA4, Meta Business Suite, LinkedIn Campaign Builder, SEMrush, MOZ, Canva, Claude

Micheline Desravines CPA (Florida, USA)

Marketing Manager - April 2025 - May 2026

- Develop, implement, and track marketing programs across digital channels, including SEO, social media, email marketing, content, Alignable, and online campaigns.
- Create and manage SEO strategies to improve website traffic, search rankings, and online visibility.
- Develop and oversee social media marketing plans, manage content calendars, and grow engagement across all platforms.
- Coordinate with internal teams to align marketing efforts with company objectives.
- Generate leads through digital channels and assist with administrative tasks when needed.

Tools used: MS Teams, Mailchimp, Google Analytics 4, Google Search Console, Google Suite, Canva, Da Vinci Resolve, Capcut, ChatGPT, Descript, SEMrush MOZ, Salesforce



Velaro Inc. (Maryland, USA)

Digital Marketing Specialist - Sept 2023 - April 2025

- Conduct market research and analysis on trends, competitors, and our target audience to inform marketing strategies and content.
- Create and manage advertising campaigns on various social media platforms to boost brand visibility, drive traffic, generate leads, and increase sales.
- Support the development of presentations, sales materials, and other collateral to be used for sales enablement.
- Participate in brainstorming sessions and team meetings to collaborate on marketing initiatives and strategies.
- Collaborate cross-functionally to execute integrated digital marketing campaigns that span content, email, social, SEO, and more.

Tools used: MS Teams, Mailchimp, WebFlow, Google Analytics 4, Google Search Console, Google Suite, Canva, Da Vinci Resolve, Capcut, ChatGPT, Descript, SEMrush, MOZ, Wix, LinkedIn Campaign Builder

Lotus Capital Firm (Ontario, CA)

Social Media Manager - May 2022 - May 2023

- Moderation of Social Media platforms.
- Handles LinkedIn, Facebook and Instagram.
- Content creation or enhancement of existing content.
- Create graphics via Canva.
- Video edit full length video.
- Repurpose short clips to reels and stories.
- Cross posting in Facebook and Instagram.
- Generating leads via LinkedIn.

Tools used: Asana, Notion, HootSuite, Google Analytics 4, Google Search Console, Google Suite, Canva, Da Vinci Resolve, CapCut, ChatGPT, Descript, Metricool, Meta Business Suite, Descript

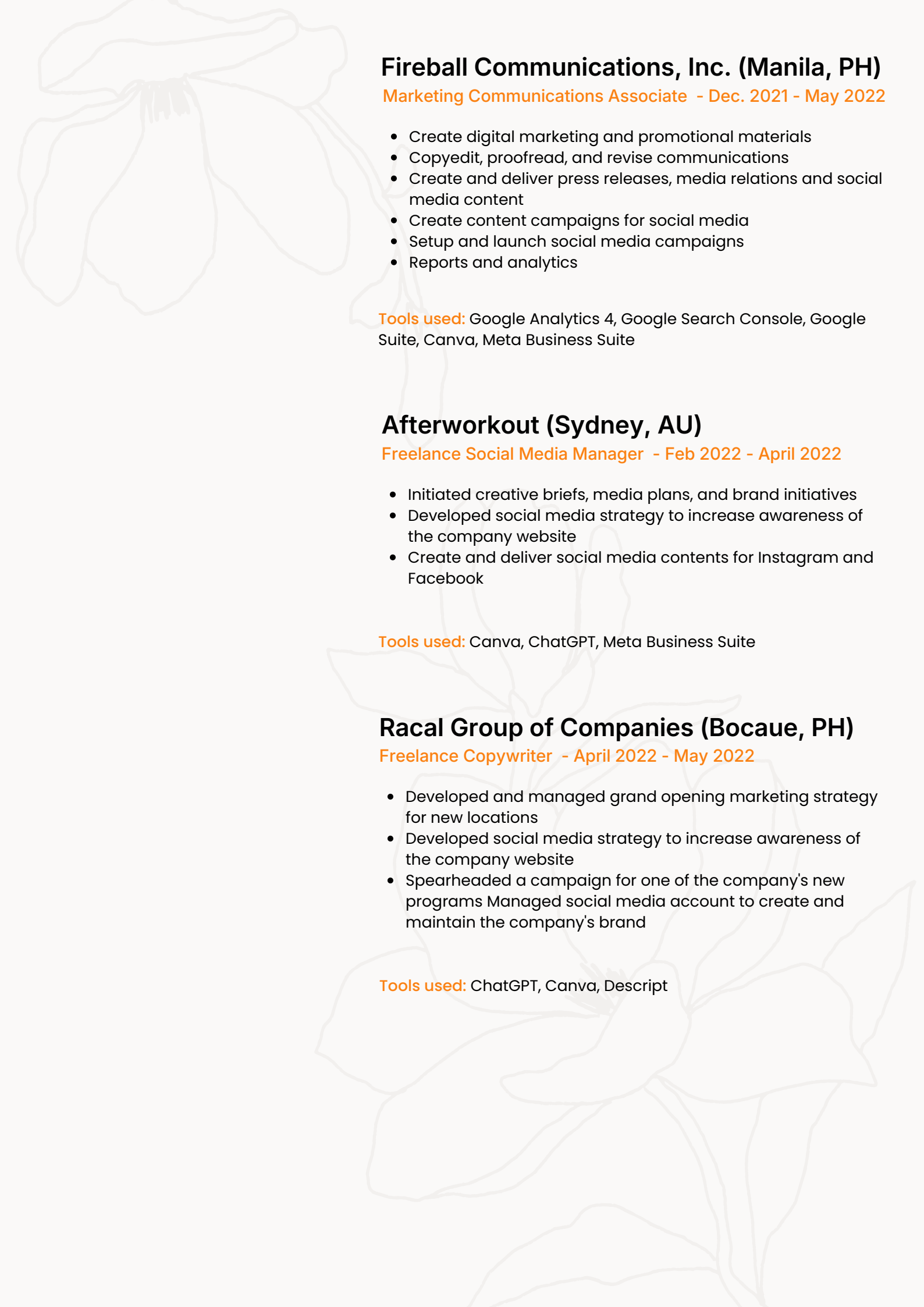


Eye Mo (Manila, PH)

Freelance Copywriter - April 2022 - May 2022

- Writing clear and error-free content for a website that reflects the company's voice.
- Proposing copy concepts in an engaging way for clients and carrying out projects once they are approved.
- Interpreting creative direction and technical information and turning them into persuasive copy concepts.

Tools used: ChatGPT, Canva, Descript



Fireball Communications, Inc. (Manila, PH)

Marketing Communications Associate - Dec. 2021 - May 2022

- Create digital marketing and promotional materials
- Copyedit, proofread, and revise communications
- Create and deliver press releases, media relations and social media content
- Create content campaigns for social media
- Setup and launch social media campaigns
- Reports and analytics

Tools used: Google Analytics 4, Google Search Console, Google Suite, Canva, Meta Business Suite

Afterworkout (Sydney, AU)

Freelance Social Media Manager - Feb 2022 - April 2022

- Initiated creative briefs, media plans, and brand initiatives
- Developed social media strategy to increase awareness of the company website
- Create and deliver social media contents for Instagram and Facebook

Tools used: Canva, ChatGPT, Meta Business Suite

Racal Group of Companies (Bocaue, PH)

Freelance Copywriter - April 2022 - May 2022

- Developed and managed grand opening marketing strategy for new locations
- Developed social media strategy to increase awareness of the company website
- Spearheaded a campaign for one of the company's new programs Managed social media account to create and maintain the company's brand

Tools used: ChatGPT, Canva, Descript