

Yvette Lorraine Aquino

Digital Marketing Strategist & Creative

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Education

Bachelor of Arts in Broadcasting

Bulacan State University

2015 - 2019

Malolos, Bulacan

Certifications

- B2B Foundations: Social Media Marketing
- Marketing Research Foundations
- Amazon Seller VA Masterclass Elite
- Facebook Advertising Elite Masterclass
- Social Media Management In-depth Training

Experience

Marketing Manager April 2025 - December 2025

Michelene Desravines CPA (West Palm Beach, FL)

- 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

Digital Marketing Specialist Sept 2023 - April 2025

Velaro Inc. (Los Angeles, CA)

- 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, Kajabi, Google Analytics 4, Google Search Console, Google Suite, Canva, Da Vinci Resolve, Capcut, ChatGPT, Descript, SEMrush MOZ, Wix, LinkedIn Campaign Builder

Social Media Manager

May 2022 - May 2023

Lotus Capital Firm Ontario

- Moderation of Social Media platforms
- Handles LinkedIn, Facebook and Instagram
- Content creation or enhancement of existing content
- Create graphics via Canva or similar apps
- 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

Copywriter

April - May 2022

Eye Mo PH (Freelance)

- 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

Marketing Communications Associate

Dec 2021 - May 2022

Fireball Communications, Inc.

- Create digital marketing and promotional materials
- Copyedit, proofread, and revise communications
- Create and deliver press releases, media relations and social media content

Social Media Manager

Feb - April 2022

Afterworkout Australia (Freelance)

- 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

Marketing Communications Specialist

Aug 2019 - Dec 2020

Racal Group of Companies (Freelance)

- 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