

# Yvette Lorraine Aquino

Digital Marketing Strategist & Creative

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## Education

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### Bachelor of Arts in Broadcasting

Bulacan State University

2015 - 2019

Malolos, Bulacan

## Certifications

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

## About me

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I'm a storyteller, writer, and social media manager—a true Jill of all trades. With a go-getter mindset, I craft narratives that channel my emotions into resonating words. Following trends is my passion, and I excel at creating effective social media strategies for my clients. You'll often find me at my best when caffeinated. Let's connect and bring your stories to life!

## Experience

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### Marketing Communications Specialist Aug 2019 - Dec 2020

Racal Group of Companies (Freelance)

- Developed and managed grand opening marketing strategy for new locations and re-opening strategies for
- 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

### 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 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

### 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

## **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

## **Social Media Manager** July - September 2023

Custom Silhouettes 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

## **Digital Marketing Specialist** Sept 2023 - Present

Velaro Inc. (Los Angeles, CA)

- Conduct market research and analysis on trends, competitors, and our target audience to inform marketing strategies and content.
- 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.
- Jump into fast-paced marketing campaigns and workstreams to rapidly complete deliverables and meet deadlines.