

Geoffrey Hendel A. Cabral

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CAREER OBJECTIVE

Interested to pursue a long-term career in marketing, management, content creation, writing, and other related openings.

EDUCATION

Ateneo de Manila University
BS Communications Technology Management (2013-2017)

PROFESSIONAL DEVELOPMENT

CIIT Philippines
Digital Marketing Specialist Course (August 2019-November 2019)

WORK-RELATED EXPERIENCE

Oddefy Agency/Odd1Out

Digital Marketing Executive (January 2020 - Present)

- I participate in brainstorming/planning for overall marketing strategies and ad strategies.
- I run, maintain, and optimize the ads for our accounts.
- I create monthly reports with insights and recommendations for the overall digital efforts both for internal use and to share with our clients.
- I handle Community Management and participate in the overall strategies and executions surrounding this.
- I handle the posting of social content for the different accounts we have.

Booky

Content Writer (January 2019 - May 2019)

- Under the Content team of the Marketing department, I produced articles that are SEO-optimized and in line with the voice of the brand, to be published on the blog.
- I collaborated with my team to brainstorm content ideas for the blog, in order to generate traffic to the website, and help create users for the app.

Machine Ventures Inc./MyKuya

Marketing Apprentice (April 2018-July 2018)

- I was placed under the Partner Success department, whose role is to acquire partners to join and become service providers, through use of marketing and communications.
- Assisted in creating incentives and programs to strengthen partner relations.
- Gave orientations and assisted in organizing workshops for the partners' training and development.
- Assisted in ideating training modules for the partners' training and development.
- Helped ideate and write initiatives to strengthen partners' engagement and retention.

Machine Ventures Inc./MyKuya

Junior Operations Associate (August 2018 - October 2018)

- Coordinated with the partners and scheduled them daily to ensure supply for our B2C and B2B customers.
- Created initiatives to improve processes of scheduling and mediate partner behavior in the process.
- Took the role of account manager for all B2B clients, and oversaw the projects from start to end.
- Acted as the point of contact between the client, the company, and the assigned partners.
- Updated clients regularly on the status of their accounts, as well as getting feedback from them about their experience.

GIST

Intern, Writer (February 2017-July 2017)

- I was tasked with writing articles such as movie reviews, book reviews, or featuring personalities, for their online magazine.

CO-CURRICULAR ACTIVITIES

Ateneo Association For Communications Technology Management (ACTM)
Information Management Manager (July 2016-April 2017),
Finance Manager (August 2016-November 2016)

- **Information Manager**

- I handled the dissemination of documents to the core team, and making sure all files are organized in a master folder.
- I handled the scheduling of promotions for an event, as well as informing the core team about the details of the promotions.

- **Finance Manager**

- I was tasked with working with fellow finance managers to come up with and manage fundraising ideas for our event.

SKILLS & INTERESTS

Skills

- Proficient with Facebook advertising
- Proficient in Microsoft Office (Word, Powerpoint, Excel)
- Basic knowledge of photo and video editing (Adobe Photoshop, Lightroom, and Premier Pro)
- Fluent in English and Filipino
- Experienced in Feature and Content Writing.
- Basic understanding of SEO
- Keen eye for detail
- Thrives in a group setting, but able to act and decide independently.

Interests

- Photography - Digital and Analog/Film Photography
- Videography – Shooting and editing travel montage-style videos
- Writing – feature writing and poetry
- Dancing – member of a dance group in college and won competitions with them.
- Music – intermediate guitar and basic piano knowledge.