

EIRA RAYE GRUTA

MARKETING & COMMUNITY MANAGER



Hi, I'm Eira! I write.

I am a Facebook Certified Community Manager with 10 years of experience in marketing and copywriting. I weave words to start conversations and build communities.

CONTACT

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SKILLS

Management

- Community
- Content
- Social Media
- Team leadership

Writing

- Marketing and advertising copy
- SEO content



EDUCATION

**UNIVERSITY OF THE PHILIPPINES
LOS BANOS • 2012**
BS Development Communication
Major in Development Journalism

RECENT EXPERIENCE

COMMUNITY MANAGER

Infinix Mobile • 2022, PH

- Develop 360° community strategy for consumer groups that are up to 150k member strong
- Strengthen user engagement and brand advocacy through digital and on-ground campaigns
- Evaluate market insights to refine international and local marketing strategy

BRAND VOICE SPECIALIST &

SENIOR COMMUNITY ENGAGEMENT ASSOCIATE

Get Hooked 360 Digital Agency • 2019-2022, PH

- Launched and developed new services that onboarded 10 top consumer health brands and an international pizza chain
 - Twitter Intercept interruption marketing
 - Facebook Group Avatar Management
 - Facebook Group Management from establishment and building to moderation

CONTENT MANAGER, *freelance*

Pili Ani • 2019, US

- Brand strategy and copywriting
- Content management for web and social
- SEO content writing optimization
- Content and copywriting for skincare products

SOCIAL MEDIA SPECIALIST

Lyfe Marketing • 2019, US

- Content planning and copywriting for casual to luxury brands
- Paid media buying and strategy
- Inquiry management and user engagement

EARLIER WORK

 [linkedin.com/in/eiraye](https://www.linkedin.com/in/eiraye)