Sheena Yutuc

Digital Marketing Specialist



Profile

As a Digital Marketing Specialist for years, I have vast knowledge in branding strategy, marketing funnels, social media marketing, SEO, SEM, email marketing, content marketing, pay-per-click, and web designing.

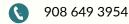
Language

English | Filipino

Skills

Digital Marketing | Branding | Marketing Funnels | Social Media Marketing | Content Writing | SEO | Email Marketing | Paid Ads | Content Marketing | Website Designing | YouTube Marketing and Management | Podcast Management | Graphic Designing | Audio and Video Editing

Contact



sheenayutuc.marketing@gmail.com

Capas, Tarlac, Philippines

Professional Career

Owner, Coach & Trainer

Digital Priority Solutions

2020 - Present

- Providing one-on-one marketing coaching to both entrepreneurs and aspiring virtual assistants
- Providing training, webinars, and online courses to both entrepreneurs and aspriring virtual assistants

Digital Marketing Specialist

Marketing Leap

2020 - Present

- YouTube Marketing and Management
- Social Media Marketing
- Podcast Management
- Content Marketing
- SEO
- Email Marketing
- Overseeing and checking all creative marketing materials for both internal operations and clients

Social Media Manager

OpsTales

Seasonal Client; January - April 2020

- Social Media Management
- Podcast Management

Professional Career

Digital Marketing Lead

J2E Technology Solutions & Services

2019 - 2020

- Provides strategy and execution plan for all internal and clients' digital marketing requirements
- In-charge of managing digital marketing activities for both internal and external requirements
- Creates and manages digital content not limited to articles, branding, basic graphics, etc.
- Manages and strategize the calendar of activities for social media and corporate blog pages
- Works together with the Accounts lead on digital marketing assessment for clients
- In-charge of creating and uploading content for internal and external blogs
- Facebook Ads
- · Creating or editing social media descriptions
- Lead generation
- On-site and off-site SEO
- · Link building

SEO Specialist and Content Writer

532M

Seasonal Client; October - November 2019

- · SEO writing
- Blog marketing
- · Content writing
- Trust building (SEO)
- · Online directories listing
- Keyword researching
- WordPress editing

Digital Marketing Specialist

Spark Real Estate

Seasonal Client; August - November 2019

- Transcribing videos
- Social media management
- YouTube Management
- Email marketing (Mailchimp)
- Content marketing
- Click Up CRM management
- · Carrot website design and management
- · Real estate properties listing

Marketing Manager

Telebehavioral Health Institute

2018 - 2020

- Google Ads
- Social media management
- YouTube management
- Transcribing videos
- Email marketing
- Content marketing
- SEO
- Website design and management

Associate Editor

iPresence Biz Solutions

Seasonal Client; April - July 2018

• Proofreading articles

Author

Manila Insider

Seasonal Client; January - April 2018

• Writing/Blogging

Writer

Author Task

Seasonal Client; November 2017 - March 2018

• Writing/Blogging

Professional Career

News Writer

Online Marketing Consultants

2019 - 2020

News Writing

Content Editor

Jeda Translations LTD

2014 - 2017

- Content writing
- Proofreading and editing
- Joomla Content Management System
- · Photo editing

Sales Representative

Netcast BPO

2013 - 2014

- Telemarketing
- · Outbound Calling

Customer Service Representative

Alorica

2012

- Customer Service
- Technical Support
- · Phone handling
- T-Mobile Customer Care

Consultant

Sutherland Global Services

2011 - 2012

- Customer Service
- Technical Support
- · Phone handling
- H&R Block Customer Service (Tax Season)

eBook



Let's Get Social! Build Your Brand on Social Media

Co-Authored with Tine Ferrer

Published 2021

https://www.amazon.com/dp/B09BL3TWGR

Education

BS in Business Management

STI College Angeles

BS in Information Technology

Dominican College of Tarlac

References

Leanne Cohens

Owner, Marketing Leap

leanne@marketingleap.net

Christine Ferrer

COO, Digital Priority Solutions

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Tina Pearce, LCSW

Owner, Sublime Changes

tinareneepearce@gmail.com