

# 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



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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 aspiring 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](mailto:leanne@marketingleap.net)

### Christine Ferrer

COO, Digital Priority Solutions

[bright.eyed.geek@gmail.com](mailto:bright.eyed.geek@gmail.com)

### Tina Pearce, LCSW

Owner, Sublime Changes

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