

Xavier Yates Dedeles

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Summary

Experienced creative professional with a strong background in digital marketing, social media management, and graphic design. Adept at executing targeted Meta ad campaigns and developing compelling visuals for diverse industries, from music and hospitality to real estate. Passionate about crafting engaging brand identities and delivering impactful marketing strategies.

Experience

Hello Cafe (Cha Tuk Chak)

Food Graphic Designer & Paid Ads Specialist, Cotabato City, Philippines (Remote)

08/2024 - Present

- Designed and developed marketing materials such as food posters, menu layouts, and social media content.
- Executed Meta ads campaigns for promotions and discounts.

199X Coffee + Bar

Junior Events Graphic Designer & Paid Ads Specialist, Davao City, Philippines (Remote)

08/2024 - Present

- Designed graphic assets including daily/seasonal event posters, menu designs, social media posts, and business infographics.
- Managed and executed Meta ads for special events and product promotions.

Mint Realty (formerly KÖZY Philippines)

Human Resources Manager & Social Media Specialist, Davao City, Philippines (On-Site)

01/2023 - 07/2023

- Oversaw recruitment and management of condo cleaning teams.
- Managed social media marketing, website content, and SEO to enhance brand visibility.
- Handled guest communications and support during their stays.

Sora Music Group (Warner Music Philippines)

Creatives & Marketing Manager, Cavite City, Philippines (Remote)

05/2021 - 07/2023

- Managed social media and marketing strategies for music releases and artist announcements.
 - Designed cover art for digital streaming platforms and promotional assets for artists.
 - Implemented email marketing campaigns for DJs and radio show promotions.
 - Worked alongside Warner A&R and operations teams for music distribution.
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Skills

Social Media Management, Graphic Design, Advertising, Web Design, Email Marketing, Copywriting, Music Production, SEO, AI

Education

Visual Graphic Design NCIII

Mary Mediatrix of All Graces Academy Inc., Digos City, Philippines

(TESDA Accredited)

Bachelor of Music in Music Management

Liceo de Cagayan University, Cagayan de Oro City, Northern Mindanao

Bachelor of Science in Entertainment & Multimedia Computing

University of Mindanao, Davao City, Philippines

Major in Digital Animation