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CAREER HIGHLIGHTS

- Growth Marketing:** Grew Traction News into one of the top three tire industry websites in the U.S.
- Branding & Messaging:** Developed several marketing strategies from the ground up that resulted in brand love and loyalty among its audience.
- Influencer Marketing:** Partnered with A-list and B-list influencers to increase visibility and trust of companies I have worked with.

KEY SKILLS

- Copywriting
- Multimedia Content Creation/Editing
- Social Media Marketing
- Email Marketing Campaigns
- Paid Campaigns (SEM, Social Media)
- Funnel Marketing Automation
- Generative AI Content
- Data Analysis and Trend Monitoring
- Lead Generation
- CRM Software Management
- Media and Press Relations

PAUL JUNIO

Social Media Manager
Certified Digital Marketer, DMAP

CAREER SUMMARY

Creative and Tech-driven Social Media Manager with over 8 years of experience spanning different industries such as Automotive, Health, Fashion, FMCG, Non Profit and Real Estate.

With a strong foundation in marketing and branding principles, I approach social media management as a strategic tool to enhance brand visibility and achieve business objectives. I seek opportunities to leverage my expertise to drive organizational growth while continuously enriching my professional journey.

WORK EXPERIENCE

- USAID (U.S. Agency for International Development)**
Social Media Marketing Consultant(Project-based)
May 2024 - February 2025
 - Led end-to-end social media management, including content strategy and creation and analytics, leveraging data-driven insights to enhance brand presence of USAID’s local partners
 - Collaborated with cross-functional teams to develop and execute social media content strategies that aligned with organizational goals, demonstrating ability to work within established frameworks while contributing creative solutions
 - Tracked social media performance using analytics tools, providing insights and campaign optimization across multiple platforms
- AcroCity Philippines**
Social Media Manager
July 2023 - April 2024
 - Social Media Strategy:** Developed and executed comprehensive social media strategies for six diverse brands within AcroCity, including industrial, hotel, restaurant, and leisure event venues, resulting in 2000% increase in awareness and visibility.
 - Influencer Marketing:** Collaborated with influencers to amplify restaurant promotions, leveraging their reach and influence to drive foot traffic and online engagement, resulting in increased patronage and brand visibility.
 - Brand Development:** Helped maintain content calendar alignment across six brands, ensuring visual and written content met marketing objectives while maintaining consistent brand voice and messaging across all platforms.
- USAID (U.S. Agency for International Development)**
Digital Marketing Consultant (Project-based)
August 2021 - August 2023
 - Worked with USAID’s local partner, LoveYourself Philippines where I transitioned from a volunteer Social Media Manager to a full-time paid consultant, showcasing commitment and expertise in driving HIV awareness, testing, prevention, and treatment initiatives.
 - Network Collaboration:** Established a sustainable network of HIV advocacy organizations, fostering collaboration and coordination to effect meaningful change on a national level, contributing significantly to USAID's mission and objectives.

EDUCATION

- **Post-Graduate Diploma in Digital Marketing**, Ateneo Center for Continuing Education, Director Awardee
- **B.S. Business Management**, De La Salle University - Manila, Honorable Mention

SOFTWARE USED

- **SOCIAL MEDIA**
 - Hootsuite
 - Tweetdeck
 - Metricool
 - Buffer
- **CONTENT CREATION**
 - Canva
 - Filmora
 - Capcut
 - Adobe Express
 - Adobe Illustrator
- **WEBSITE MANAGEMENT**
 - Wordpress
 - WIX
 - Squarespace, Shopify
- **SEO and SEM**
 - Google Ads
 - SEMRUSH
 - AhREF
 - Google Trends
- **PROJECT MANAGEMENT**
 - Trello
 - Asana
 - Airtable
 - Slack
- **MARKETING AUTOMATION**
 - Hubspot
 - MailChimp
 - GoHighLevel
 - ManyChat
 - ActiveCampaign

- **Industry Thought Leadership:** Spearheaded trailblazing best practices in HIV advocacy that has been replicated and used by other organizations in the Philippines.
- **Marketing Campaign Development:** Initiated and managed multiple impactful marketing campaigns such as #WhatWorksForU, #S3XS3XSale, #ATBPride, Hot Doctor of Pinas, and This is Me, Brave and Free National HIV Testing Day, garnering widespread attention and engagement.

Traction News

Website & Social Media Manager

November 2015 - December 2021

- **Digital Marketing Project Management:** Pioneered the development of Traction News from inception, overseeing all aspects of digital marketing operations, including daily news article production, social media content distribution, email marketing campaigns, website SEO optimization, LinkedIn community management, and website analytics tracking.
- **Media and Press Relations:** Established and nurtured a robust network of media, PR, and industry connections within the tire industry, fostering collaborations and partnerships that enhanced Traction News's reach and credibility within the niche market.
- **Awards and Recognition:** 2016 winner of Best New Publication in the Transportation Industry by the Content Marketing Institute.

Financial Times

Content Syndication Editor

June 2011 - November 2015

- **Content Sales and Licensing:** Spearheaded successful content syndication initiatives, securing contracts worth over £400,000 to license Financial Times content to external media publications.
- **Content Management:** Managed an archive of over 10,000 articles on the FT website, ensuring regular updates, accuracy, and relevance to maintain the publication's reputation for comprehensive business news coverage.

FREELANCE PROJECTS

Pilipinas Shell Foundation

Social Media Chatbot Developer

January 2020 - March 2024

- Pioneered the development of the world's first HIV testing chatbot using ManyChat, leveraging innovative technology to increase accessibility and awareness of HIV testing for its local partner, LoveYourself.
- Designed and implemented over 20 automation flows and updates within the chatbot to effectively engage users and gather valuable data on the target audience's preferences, behaviors, and needs.

Big Boost Marketing

Content Marketing Manager

July 2020 - July 2023

- Lead content creation initiatives including website blogs, videos, and evergreen social media content, positioning Big Boost Marketing as a thought leader in digital marketing for functional medicine practitioners.
- Identified and proposed webinar topics and lead magnets tailored to the needs and interests of functional medicine doctors, aligning with the agency's objective of attracting and nurturing leads within the target market.

AWARDS

- **2024 International AIDS Society**
Best Inspirational Campaign,
#IAmWorthyMonday
- **2016 Boomerang Awards, Bronze**
Awardee, #StayNegatHIVe
campaign
- **2015 Content Marketing Institute**
Best New Publication for
Transportation

VOLUNTEER

- **LoveYourself Philippines,**
Communications Team Lead
2015-2018
 - Developed the organizations
communication strategy which
includes determining key
messages, and defining metrics
for success.

• **Karayan Indigenous Clothing**

Social Media Manager

June 2020 - March 2022

- Oversaw social media content creation and strategy, ensuring alignment with company's brand identity and messaging.
- Crafted the company's impactful slogan "Indigenous is the Future," encapsulating the brand's mission to celebrate Filipino American heritage.
- Conceptualized and executed multiple editorial campaigns that showcased the beauty and versatility of Filipino weaves.

• **Divine Creative Studio / Ramar Foods**

Branding and Social Media Consultant

June 2020 - March 2022

- Provided marketing insights to market Ramar Foods' authentic Filipino frozen food products to Filipino Americans, ensuring cultural authenticity and resonance with the target audience.
- Developed comprehensive social media content strategies for all Ramar Foods brands, including Magnolia Ice Cream, Eat Magnolia, and Orientex Lumpia, leveraging platform-specific approaches to maximize engagement and brand visibility among the Filipino American community.

• **Facebook Philippines**

Digital Literacy Trainer

July 2019 to July 2021

- Delivered interactive and engaging training sessions on digital literacy, covering topics such as online safety, social media usage, digital citizenship and effective online communication.
- Adapted training content to suit the specific needs and requirements of diverse communities, considering language, cultural, and socio-economic factors.

• **Save The Children Philippines**

Social Media Consultant

June 2018 - June 2019

- Spearheaded training and development initiatives for HIV community organizations supported by LoveYourself, a partner of Save the Children Philippines, aimed at enhancing their social media presence and advocacy efforts.
- Developed customized training modules and conducted workshops on social media best practices, content strategy, and community engagement tactics, empowering organizations to effectively leverage digital platforms for awareness and fundraising campaigns.