

MARY JEANALYN MARGALLO

Address: Al Khail Gate, Building 22-A, Apt. 812, Dubai, UAE

Mobile: 0509640196

Email: joanne.margallo@gmail.com

Visa and Nationality: Residence Visa | Filipino



Professional Statement:

I am a Digital Marketing Professional. I decided to build a career in digital marketing as I believe it is the future of marketing globally. I am positive of my ability to provide excellence in performing marketing strategies that go hand in hand in today's technology. I have had experiences in executing and tracking digital marketing campaigns whether in Social Media, SEO or other digital platforms. I have worked closely with the CEOs, Director of Business Development, Marketing Managers, Support Team and foreign clients.

PROFESSIONAL BACKGROUND:

Digital Marketing Specialist

Osprey Real Estate

November 2014 - present

Osprey Real Estate is one of the trusted Real Estate Broker in Dubai. It belongs to the TOP 50 real estate companies that provides all the solutions for your property leasing, buying or selling.

Duties and Responsibilities:

- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns
- Utilizing a range of techniques including paid search, SEO and PPC.
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website.
- Improving the usability, design, content and conversion of the company website
- Responsibility for planning and budgetary control of all digital marketing
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

Digital Marketing Specialist

Osprey Homes Technical Services

February 2015 – present

Osprey Homes Technical Services is one of the leading maintenance and technical services companies in Dubai that services both residential and commercial properties in Dubai. It acts as a one-stop maintenance solutions to its clients.

Duties and Responsibilities:

- Develop, manage and design layouts of communications such as presentations, newsletters, event support materials, research papers, and brochures.
- Plan, develop and execute of digital programs and campaigns, including online advertising, web site strategy and design, social media, mobile, and deliverables.
- Interface with marketing communications functions, as well as PR, events, retail and business product marketing teams.
- Lead ongoing management of digital touch points, including ospreyhomes.ae (home page and top level sections), social networking landing pages, and mobile.
- Own and maintain site analytics, metrics, and campaign reporting.
- In charge of SEO and adwords programs.
- Present recommendations to Director of Marketing and Communications.

Social Media Marketing and SEO Administrator

Click Advertising Agency LLC (clickdubai.com)

Oct 2014

The biggest free advertising web portal in Dubai. The website is founded by a US consulting company with a study of around one year headed by Mr. Endre Szasz from New Jersey, US with help of local professionals and Sheikh Saeed (member of Ruling Family). The team would like to make clickdubai.com as brand name of Dubai.

Duties and Responsibilities:

1. In-charge of the planning and executing Social Media Marketing campaigns for clickdubai.com.
2. In-charge of the Email Marketing campaign for clickdubai.com.
3. In-charge of the on-site SEO for clickdubai.com (blogs, reviews, directories, maps, etc)
4. In-charge of the Google Adwords campaigns and Google Analytics
5. Reports directly to the Chief Executive Manager and Marketing Director

Digital Marketing Specialist

Freelance – www.onlinejobs.ph

April 2014 to Sept 2014

Duties and Responsibilities:

1. Web editor for Tristan's Beach Resort (tristansresort.com)
2. Web Developer and Designer for Sabang Palawan Resort Owner's Assoc. Portal (sabangresortpalawan.com)
3. Created landing pages for Strategy Domains (strategydomains.com) AUS client

Digital Marketing Consultant/Associate Market Manager

Hotel Link Solutions Philippines

January 2013 to March 2014

Hotel Link Solutions is a joint venture between Resonline Australia and WHL Group, and has a singular focus on providing digital marketing solutions for the accommodation industry.

Duties and Responsibilities:

1. Research, qualify, and contact potential hotel and resort partners
2. Set appointments with hotel owners and managers to discuss online marketing proposal and eventually close deals
3. Innovate online marketing efforts of hotels and resorts to generate more profit through their direct online channel
4. Send out newsletters and articles on how to increase their sales
5. Create social media marketing campaigns
6. Conduct digital health checks to measure how travelers perceive the hotel's online presence
7. Does constant market analysis and research in lieu of the team's marketing responsibilities. This also involves gathering of intelligence reports within the industry for swift action as deemed necessary.
8. Collaborate with Tech team in designing websites and social media campaigns of handled hotel accounts

Executive Assistant

Avon Philippines

December 2008 to December 2011

Duties and Responsibilities:

1. Prepare presentations for meetings and seminars
2. Help in business development planning
3. Schedule Manager's day-to-day activities
4. Encode and keep sales records
5. Help in the collection process
6. Receive and make calls for the Manager

Subject Matter Expert

US Autoparts Network Inc

April 2007 to March 2009

U.S. Auto Parts Network (Philippines) Corporation is the developmental arm of the U.S. Auto Parts Network—a publicly traded, leading online provider of after market auto parts including body parts, engine parts, performance parts and accessories.

Duties and Responsibilities include:

1. The first point of escalation process for team members
2. Coach and educate team members to learn from each of their escalations thus empowering them to resolve more issues themselves
3. Monitor team performance according to agreed standards

4. Prepare weekly and monthly reports for Management Team
5. Encourage 'can-do' and positive performance through practicing the expected levels of customer service in my role
6. Ensure accuracy of team's performance through call monitoring
7. Provide cover in the absence of the Team Manager

Customer Service Representative

Access Worldwide Communications, Inc.

January 2007 to April 2007

Duties and Responsibilities:

1. Answer calls and respond to emails
2. Handle customer inquiries both by telephone and by email
3. Research required information using available resources
4. Manage and resolve customer complaints
5. Provide customers with product and service information
6. Enter new customer information in the system
7. Update customer information on the system
8. Process orders, forms and applications
9. Identify and escalate priority issues
10. Route calls to appropriate resource
11. Follow up customer calls when necessary
12. Document all call information according to standard operating procedures
13. Complete call logs
14. Produce call reports

Skills:

Microsoft Office Applications
SEO and SEM
Photoshop CS5 (Basic)
Social Media Marketing
Pipedrive CRM
Email Marketing
Hotel Distribution System
Google Adwords
Channel Management System
Blogging

Google Analytics
Property Management System
Canva
Content Management System
Reputation Management System
AHRefs - CRM
Monitor Backlinks - CRM
MOZ – CRM
Mailchimp
Web Content Writing

Qualifications:

- Experience managing PPC, SEO and Affiliate programs.
- Strong understanding of current online marketing concepts, strategy and best practice.
- Experience in ecommerce, SEO, PPC, Email marketing, and social media.
- Previous experience in a similar digital marketing role.

EDUCATIONAL BACKGROUND:

Bachelor of Science in International Relations

Lyceum of the Philippines University – 2010

Web Development with HTML 5

University of the Philippines – ITDC – 2014

Marketing in Digital World

Certified – Coursera – October 2015

Personal Competencies:

Hardworking, results-oriented and has grace under pressure

With attention to detail

Highly creative and resourceful

Has the ability to prioritize and work well in an environment with competing demands

Hobbies and Interests:

Travel

Internet

Surfing

Food

Longboard Skateboard

Music and Movies

Digital and Analogue

Photography

Social Media

Personal Information:

Gender: Female

DOB: February 26, 1986

Marital Status: Single

Nationality: Filipino

Language: Filipino and English

REFERENCE AVAILABLE UPON REQUEST