

KAREN SALVI FAUSTINO

SOCIAL MEDIA MARKETING / EMAIL
MARKETING



I love marketing, advertising, content, graphic and web design, email marketing, e-commerce, project management, seo, and branding. What's not to love?

JOB EXPERIENCE

Social Media and EDM Manager (Freelance)

BABY CENTRAL (UPWORK-Hong Kong Based Freelance)
NOVEMBER 2021 - PRESENT

- Create month long social media content calendars for Facebook, Instagram, and Google Plus for Hong Kong and Singapore sites.
- Send out newsletters, flash sales, and promotions via Klaviyo to both HK and SG subscribers
- Create ads, banners, landing pages, print, anything creative!

Digital Marketing Specialist

UPWORK (FREELANCE)
AUGUST 2013 - JUNE 2023

- I have been working as a digital marketing manager specializing in social media marketing for the past 8 years to several companies based in USA, Australia, United Kingdom and local clients from the Philippines. I manage social media content, create landing pages, social profiles, and run campaigns for all their marketing promotions. I specialize in creative branding, advertising, content and strategy. I handle their social media accounts such as Facebook, Twitter, LinkedIn, Youtube, Instagram, Pinterest, Google Plus, etc. I create images for social media updates, advertisement, apps, content, prints and for marketing materials. I optimize website, adhere to the SEO standards and manage their web content. I also design drag and drop websites, create landing pages, manage e-commerce, create email marketing campaigns, and advertisements. I monitor traffic and generate reports through google analytics and facebook pixels.

Finance Officer, Billing & Accounts Manager, Part Time

BAYNEDM (Manila, Philippines & Houston, Texas)
OCTOBER 2019 - PRESENT

Manages the company's financial growth. Bills clients and manages accounts. Promote digital marketing and generate leads.

Marketing Officer (Project based)

KASIOPAO (Manila Philippines)
FEBRUARY 2020 - AUGUST 2020

Manage social media, facebook ads, e-commerce and email marketing. Create an e-commerce website and work on the online course platform.

SKILLS & EXPERTISE

- Social Media Marketing
- Online Marketing
- Marketing Strategy
- Marketing
- Email Marketing
- Strategic Planning
- Administrative Assistance
- Administrative Assistants
- Advertising

CONTACT

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JOB EXPERIENCE

Senior Marketing Specialist (Remote Full-time)

SOURCEFIT PHILIPPINES INC (Manila Philippines)
MARCH 2019 - APRIL 2020

Marketing Manager to a Real Estate / Property Management company in California using print and digital marketing materials to promote services and listings. I launch advertising campaigns on Facebook and Youtube. I create animated videos, social media posts, flyers, postcards, proposals. I publish blogs, email campaigns, and newsletters.

Marketing Manager (Office-based Full-time)

ANYTIME FITNESS ANTIPOLLO & OTIS (Manila Philippines)
JULY 2018 - DECEMBER 2019

I design Shopify websites for clubs and manages their social media platforms. I create marketing materials both print and digital. I launch advertising campaigns and events. I work closely with the Director, Business Manager, Club Managers and Brand Ambassadors to set up marketing and promotional campaigns to drive more sales, sign ups and strengthen customer relationship.

Social Media Manager (Remote Full-time)

Launchers Inc (Phoenix, Arizona USA based)
JULY 2017 - APRIL 2019

Create social media contents, launch Facebook advertisements, execute strategies and work with teams to promote the launch of the website.

Part Time Social Media Manager / Web & Graphic Designer

TECH DIVA MEDIA (Capon Bridge, WV USA based)
FEBRUARY 2014 - FEBRUARY 2019

I am mostly in charge of their client's social media presence, contents, branding and optimization. I create creative marketing materials such as infographics, meme boxes, quotes, presentation, posters flyers, advertisements, brochures, e-books, postcards, animated videos and more.

APPS & PLATFORMS

Microsoft Office
Word Press
Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Acrobat
Hootsuite
Bufferapp
Simply Measured As Espresso
OnlyPult
Instamizer
Wondershare Filmora
Animoto
Powtoon
After Effects
Mentions
SproutSocial
Social Mention
Feedly
Moz
TrackUR
Tailwind
Pinterest
LeadPages
Instapage
Slideshare
Visually
Google Analytics
Adwords
Google Keyword Planner
WebMaster
MailChimp
Aweber CRM
Basecamp
Zoho
Kajabi
JIRA
Trello
SquareSpace
Producteev
Agile

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JOB EXPERIENCE

Marketing Manager (Remote Full-time)

Helix International (Grand Rapids, Michigan USA based)
JULY 2017 - APRIL 2018

Managed the marketing, advertising, branding, crowdfunding and partnership campaigns. HELIX International is a software and consulting organization that focuses on document and data solutions. I work as the Marketing Manager and collaborate with other teams to build up the company profile, brand awareness, and reach new potential customers through promotions and events. I also work on completing their business profile on Microsoft and IBM. I also create campaigns for advertisements, manage a team of content and copy writers to complete the website and corporate flyers. I also meet with sales managers, technical supervisors and CEO on a daily basis to provide recommendations in the company's overall marketing strategy.

Social Media Marketing Manager (Remote Full-time)

Social Media Marketing for Profit, (Hervey Bay, Australia)
JUNE 2016 - APRIL 2018

I've worked with several businesses in Australia from medical, automotive, restaurants, and other services. I discuss their current marketing effort and strategies and how Social Media Marketing will benefit their business. My knowledge in the field of social media marketing combines with working with one of the multi-award business coaches in Australia has paved off great work to many of our clients that has resulted great impact into their sales.

Social Media and Content Manager (Remote Full-time)

UPFIZZ Media Network (San Francisco, CA USA based)
JUNE 2016 - MARCH 2018

Create social media contents and launch advertisements. Produce seo-optimized web content to drive traffic to the website. Work with media buyer, web developers, and team of bloggers/writers. UPFIZZ is a social-centric media company with a collection of premium websites in the social, humor, and entertainment category. Tens of millions of people come to UPFIZZ every month to discover the best of the web's relevant content. We connect brands with the current swell of the social mainstream by creating engaging and timely content. Our creative teams create new viral content daily that targets audiences in over 12 countries.

APPS & PLATFORMS

Harvest App
Asana
Slack
Canva
Storeya
Etsy
Shopify
Woocommerce
Evernote
Thunderbird
Outlook
FollowLiker
Buzzumo
Social Kickstart
Fb Business Manager
LinkedIn Ads
Profile Builder
Prestashop
Spinwriter
Wunderlist
Zapier
Event Brite
Twilio
Amazon Workspace
Microsoft Sharepoint
Microsoft Dynamics
SEO Profiler
Insightly
Intuit
Klaviyo
Active Campaign
DIVI
Sked Social
Vyond
SEM Rush
Cryptocurrency
Stock Market
TikTok

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JOB EXPERIENCE

Social Media Marketing Manager (Freelance)

NET PRO REFERRAL (Silicon Valley, CA USA based)
APRIL 2016 - JULY 2017

Net Pro Referral is a powerful searchable reference directory for professionals. Experts such as physicians, attorneys, dentists and financial advisors will be able to showcase their referral network that will be searched by millions of potential clientele. I create videos, graphics and social media posts as well as publish blogs to their website. I also run advertising campaigns on their social media and engage followers through our web contents.

Social Media Marketing Manager (Freelance)

Silicon Valley Comfort Keepers (Cupertino, CA USA based)
APRIL 2016 - DECEMBER 2016

Comfort Keepers provides award-winning in-home care for seniors and other adults in need of assistance with daily activities. I create blogs, schedule contents, design graphics materials needed for all social media and advertising promotions.

Executive Assistant to the Head of Online Strategy

QUANTUMLINX (Sydney, Australia)
JUN 2014 - JUNE 2015

- Helps key executives make consistent decisions by advising them of historical precedents; serving as liaison between them and the president.
- Arranges corporate travel and meetings by developing itineraries and agendas; scheduling the corporate jet; booking other transportation; arranging lodging and meeting accommodations.
- Completes projects and special assignments by establishing objectives; determining priorities; managing time; gaining cooperation of others; monitoring progress; problem-solving; making adjustments to plans.
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Customer Finance Adviser (COLLECTIONS)

TRANSCOM (Manila Philippines)
SEPTEMBER 2011 - AUGUST 2013

Handle inbound and outgoing calls for a UK Telecommunications company. Remind account holders of their existing balance. Offer pay by phone to customers for their convenience and offer Direct Debit set up. Provide information on the account.

EDUCATION & TRAINING

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

BACHELOR'S DEGREE, ADVERTISING
AND PUBLIC RELATIONS
2001 - 2006

PEEPCON 3.0

PeepCon 3.0 is the third installment of the Philippines' best-loved SEO conference series

CERTIFICATE OF PARTICIPATION
FEBRUARY 17, 2018

Marco Polo Hotel, Grand Ballroom,
Ortigas Center, Pasig City.
searchworks.ph/peepcon

ENTREPRENEURSHIP

OWNER, THE KAI SHOP

kaishop.phod.biz
www.facebook.com/thekaishop.rebranding

OWNER, KASEY CLAIRE PERFUMES

www.facebook.com/kaseyclaireperfumes

OWNER, ALL PLUS SIZE PH

www.facebook.com/allplussizeph

OWNER, KOREAN POTIONS

www.facebook.com/koreanpotions

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JOB EXPERIENCE

Administrative Assistant (PIONEER)

St. Luke's Medical Center GLOBAL CITY (Manila Philippines)
AUGUST 2009 - JUNE 2011

Assist patients, answer inquiries, Schedule appointments for procedures. Process Cash, Credit Card, and Insurance Accounts. Register new patients to the system . I also give information and benefit of the procedure that the patient will undergo. Make daily reports, remits cash and credit card transactions. Monitors supplies used daily. Charge admitted patients of the procedures made the whole day. I was also in charge of the daily time sheets of the co-employees. Generate daily, weekly and monthly reports of Census, Machine Utilization, Doctor's Reader's Fee, and Tally of Referring Physicians. I also monitor the attendance of co-workers. I also prepare Documents and Letters requested by the immediate manager. Handling of Documents, Bookkeeping, Filing and Releasing of Officials Results, Policies, Memos, and Letters was also part of my responsibilities. I also receive calls from units inside the hospital regarding Orders and request of procedures to admitted patients.

Credit Analyst

IQOR PHILIPPINES (Manila Philippines)
MARCH 2008 - DECEMBER 2008

Handle Merchant calls (AMEX). Use search engines to locate contact numbers of clients. Remind Credit card holders of their existing balance. Offer pay by phone to customers for their convenience and activate card instantly once after payment has been made

U.S Accounts Officer

Global 9, Inc. (Manila Philippines)
OCTOBER 2005 - APRIL 2007

Outbound B2B and B2C cold calling for several accounts such as Merchant, Mortgage, Insurance, Software, Web Hosting, Surveys and others. I establish direct contact and constant communication with clients from different business across the United States. I generate daily reports directly sent to clients to update everyday transactions and problems encountered during the whole shift. In this way the clients will be able to understand and develop strategied that can help the accounts be more productive and beneficial to parties, clients and customers.

CONTACT

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Upwork

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REFERENCES

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Chelsea O'Brien

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