

XENIA L. JUANAY

Digital Marketing Specialist

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Dubai, UAE
Immediately Available



SKILLS

Digital Marketing | Social Media Tools
Social Media Ads | PPC | Content
Creator | Google Ads | Google Analytic
Optimization (SEO) | Web Design
(WordPress) | ADOBE Photoshop |
Illustrator | Canva | Envato | Market &
Research Account Management | E-
mail Marketing | Documentation
Management | Social Media Calendar
Planning | Market & Research | Account
Management | Organization Skills
Business Development

SUMMARY

With a total of 10+ years of experience, 7+ years of UAE experience in Digital Marketing, focusing mostly on generating leads and boosting brand awareness. Successfully promotes products and brands through the use of multiple Digital Strategy campaigns. Successfully tracked and planned proactive campaigns.

EXPERIENCE

Executive Digital Marketing Specialist

Province Properties

B2B Tower - Businessbay

December 2022 – Present

- Creating consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.
- Handle customer inquiries, concerns, and feedback with empathy and professionalism, escalating complex issues to the appropriate teams.
- Optimized client account/campaign performance in Google AdWords and social media channels to maximize performance within the current budget
- Continuously monitor, analyze, and report on campaign performance using relevant KPIs. Utilize insights to optimize campaigns and enhance ROI
- Plan and execute A/B tests to refine ad copies, visuals, landing pages, and other elements to maximize engagement and conversions.
- Provide regular insights and reports on campaign performance, highlighting key metrics, trends, and areas for improvement.
- Manage and create daily online advertising and lead generation campaigns across multiple social media platforms.

Executive Digital Marketing Specialist

Unique Asset Real Estate & Superdeals Travel & Tours

Bayswater - Businessbay

July 2021 – December 2022

- Developed and managed digital pay-per-click advertising programs using Google Adwords, Facebook, and third party content distribution networks.
- Performed monthly adjustments on client accounts/campaigns in Google AdWords and social media channels in order to maximize performance within current budget
- Produced monthly performance reports for clients for SEM programs utilizing reporting tools such as Google Analytics; determined key metrics that were of primary importance to clients and provided trending data to compare results month-by-month.
- Conduct keyword research and optimize on-page and off-page SEO to improve search engine rankings and organic traffic.
- Assisted in providing ROI analysis of clients digital marketing campaigns.

Digital Marketing Specialist (Freelance)

Euphoria Center - Ajman, UAE

November 2020– May -2021 –Freelance

- Plans and executes all web, SEO/SEM, database marketing, email, social

CERTIFICATES

Digital Marketing

Google, 2022

Performance Buying (FB)

FaceBook Meta 2022

INFOR LN ERP

Manufacturing, Purchase & Warehouse 2018

MCP / National Career III

MS Office 2012

Anti-Money Laundering

Phil Govt. 2011

Power Online Analysis Process(PowerOlap)

PowerOlap 2012

Corporate Orientation and Enrichment Program

BMIT 201

media, and display advertising campaigns

- Create and manage email marketing campaigns
- Designs, builds, and maintains clients social media presence
- Use Google Analytics, Google AdWords, and other relevant sites
- Forecast, measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs)

Digital Marketing cum Business Dev. Assistant of Marketing Director and Business Development Bahmani Manufacturing Industrial and Technology December 2017– September -2020

- Manage social media (Facebook, Instagram, Youtube and LinkedIn) strategy through competitive research, platform determination, benchmarking, and messaging and audience identification for Bahmani Group.
- Helped clients develop website portals and social media pages to promote businesses.
- Increased organic search by 200% by encoding keywords and geo-targeting within each page of the company website
- Provide weekly/monthly Social Media Report (FB, IG, YT, LinkedIn) to Business Development Director
- Collaborated cross-functionally with sales, engineering and product management teams to accomplish shared goals.
- Improved click-through rates, conversion and other important KPIs with strategic approach
- Managing Marketing Campaigns and Events/Exhibitions
- Coordinate with the Marketing and Production Teams for latest products to update social marketing strategies
- Personal Assistance of Director Business Development and Marketing

Jr. Digital Marketing Executive and Personal Assistant to CEO

Jabal AL Nar Gen Trading – Dubai, UAE March 2016 – October -2017

- Provide Graphic design software like Logo Design, Poster Design, Banners/Holdings Brochure/ Business Cards,.
- Used Adobe Photoshop, Adobe Illustrator, InDesign to create images and layouts for over 20 projects
- Pursued business development opportunities and fostered positive relationships with GM and clients through engaging presentations.
- Monitoring a reporting manager's email and responding if required
- Preparing communications on behalf of a manager
- Organising travel and itineraries and planning meetings

WebDev & Graphic Designer

Catco Awaition – Dubai, UAE

March 2014 – March-2016

- Plans and provides IT technical training to end users according to business needs. Administer e- Learning System for extending IT Training to end-users.
- Plans and coordinates the implementation of all Desktop projects, including managing available budget and IT project resources
- General troubleshooting of IT hardware and software issues.

System Analyst / Business Analyst

Bank of Makati Incorporation – Makati City, Manila Philippines December 2011 – December -2014

- 2+ years of IT experience as a Business Analyst in deployment of web-based, Client-Server applications, developing business processes and system solutions for Banking and Financial Industries for various projects from conceptualization to implementation.
- Strong process modeling using UML (Use Cases, Sequence Diagrams, Activity Diagrams, etc.)
- Serve as liaison between Business and IT by translating business needs into functional business requirements.
- Analyze business objectives / needs and document business requirements while using industry standard analysis techniques such as data flow modeling, workflow analysis, functional requirement analysis and business rule definition.
- Participate in weekly meetings with the IT network team to discuss progress and issues to be resolved, and report progress on a weekly basis to the BSAU Head.

EDUCATION:

Degree and Field of Study

STI COLLEGE TUGUEGARAO, Philippines

Bachelor of Science in Information Technology

2007-2011

Recent Projects

Province Properties

provincepropertiesllc

Unique Assets Real Estate

uaerealestatellc

Superdeals Travel & Tours

uaesuperdeals

Bahmani Group of Companies

Bahmanigeneraltrading

Westcon-Comstor

westconcomstor/

Khotout Almustqbal Technical Service

Khotoutalmustqbal

Personal Info:

Nationality

Filipino

Status

Single

Visa Status

Employment Visa

Availability

Immediately