

# AIRIELLE LIZ CURAMENG

A Digital Marketer with years of experience in the Industry. A well organized person that is very keen on details. Known for his communications skills who can adapt in different settings easily. A Self-motivated individual who is proactive and excellent in problem solving.

- TEAM MANAGER
- RECRUITMENT SPECIALIST
- SOCIAL MEDIA MANAGER
- GRAPHIC DESIGNER
- DIGITAL MARKETER
- COPYWRITER
- FACEBOOK ADS MANAGER

231 APITONG STREET, COMEMBO, MAKATI CITY 1217

(+63) 969 326 4655

ishicurameng23@gmail.com

## PERSONAL BACKGROUND WORK EXPERIENCE

### Head of Client Acquisition/Sales Manager/Social Media Manager/Direct EA for the CEO

Mehdaoui Enterprises

January 2023 - Present

- As head of sales, my job is to set and manage the sales strategy and goals for the organization, lead and motivate the sales team, and ensure that the team is meeting their sales targets. Additionally, I am responsible for developing strategies to increase sales, analyzing sales data and trends, and ensuring the team is well-equipped with the necessary tools and resources to be successful.
- As head of client acquisition, my job is to find, attract, and convert potential clients into paying customers. I am responsible for driving leads and sales through a variety of marketing and sales tactics and strategies. This includes leveraging digital, direct, and event marketing, as well as optimizing the sales process and developing key relationships with prospects. I also work closely with the sales team to ensure that the leads I generate are properly followed up on and converted into paying customers.
- As a Social Media Manager, my job is to manage the client's social media platforms to create engagements and gain social media presence. Focused mainly on Meta Business Suite resulting in 30% increase in sales and 100% customer retention.

### Executive Assistant for the CEO

Reach Adult Development

June 2022 - January 2023

- Provide executive level administrative support to the CEO, CFO and other high-level executives
- Manage complex, multi-level calendar and scheduling for executives
- Respond promptly and professionally to all inquiries, emails, and phone calls
- Coordinate and organize meetings, conferences, and business travel
- Compose and edit memos, reports, and other documents
- Prepare and submit expense reports
- Monitor and maintain office supplies, equipment, and office space
- Create and maintain organizational systems for efficient workflow
- Interact with a wide variety of internal and external stakeholders
- Handle confidential and sensitive information with discretion

Perform additional duties as assigned

## Ads Manager/Social Media Manager



GrindSky Media

September 2022 - October 2022

- o Handled over 8-12 Ad Accounts with over \$150,000 Monthly Budget combined and around \$3,000-\$6,000 Daily Spend.
- o Ran a Conversions Campaign and was handling a Daily Spend of \$2,000-\$3,000 across 5 Agency Clients.
- o Promoted an App by running an App Installs and Traffic Campaign and was able to achieve below \$1.00 cost per app Installs.

## Digital Marketer/Social Media Manager



Elevation Security

2021 – 2022

- o Tested different marketing strategies by expanding the number of copy sent, trying a different approach, which resulted in 30% Increase in Appointments scheduled.
  - o Focused on Meta Business Suite to make sure that the company has a social media presence resulting in a %40 increase in sales.
  - o Created different systems by making a customized spreadsheet for tracking which resulted in more efficient and effective work.
- Increased the Customer Retention Rate by constantly responding to emails, and doing proactive reach-out which resulted to consistent hit of monthly target KPI (Lead Generation, Closed Contracts, Retention)

## Social Media Manager

DRTY CLOTHING CO

2019 – 2020

- o Ran Facebook and Instagram Ads resulting in a dramatic increase in their Social Media Presence.
- o Post Creation



## Billing expert/Escalations— ABC

*FINANCIAL* APRIL 2022- NOVEMBER 2022

- Consistently hitting all KPIs from training to production
- Top Billing Expert for the month of July
- Providing top notch customer service which led me to contributing on building strong relationships between the company and its clients and got me promoted as one of the escalations team which handles supervisor calls for the company.

## SKILLS

### Core Skills

Facebook Advertising, Digital Marketing, Team management, Quality Control

### Interpersonal Skills

Organizational Skill, Problem Solver, Attention to Detail, Team Player, Communication Skills, Decision-Making Skills

### Other Skills

Video Editing, GSuites, CRM, B2B Sales, B2C Sales, Spreadsheet, MS Powerpoint, MS Word



## **Supervisor/Quality Assurance/ Recruitment Specialist — Grubhub**

July 2021 - March 2022

- Led the top team during the last quarter of 2021
- Provided excellence in regards with customer satisfaction all around our blended LOB ( *customer care, restaurant care & driver care* )
- In the task of making sure that quality is not being compromised through being part of the quality team which contributed in making the account stand out and clients giving more incentives to its customer service representatives.
- I successfully filled challenging roles in a timely manner.  
Developed and maintained strong relationships with hiring managers and potential candidates. I have also identified and implemented new recruiting strategies and tactics to ensure successful hiring. Utilized data-driven insights to assess the effectiveness of current recruitment practices. Created and maintained recruiting pipelines for various departments. Advocated for diversity and inclusion initiatives within the organization. Collaborated with other stakeholders to ensure a positive candidate experience throughout the recruitment process. Optimized recruitment processes to create a more efficient, cost-effective recruitment cycle.



## **Advocate/Recruitment Specialist — UnitedHealthCare**

October 2020 - July 2021

- In the task of assisting the elderly regarding their concerns on their healthcare insurance benefits
- Provided great customer service which led me to being the top agent for the month of December year 2020.
  - I successfully filled challenging roles in a timely manner.  
Developed and maintained strong relationships with hiring managers and potential candidates. I have also identified and implemented new recruiting strategies and tactics to ensure successful hiring. Utilized data-driven insights to assess the effectiveness of current recruitment practices. Created and maintained recruiting pipelines for various departments. Advocated for diversity and inclusion initiatives within the organization. Collaborated with other stakeholders to ensure a positive candidate experience throughout the recruitment process. Optimized recruitment processes to create a more

efficient, cost-effective recruitment cycle.



## Sales Associate — AT&T

December 2019 - September 2020

- Consistently Hit the KPI's During the Q1 of Pandemic by following the Sales Funnel and relating to the customer experience.
- Assisted Customer through expertise in Billing & Product Issues which got me rewarded as the Top 1 in Customer Feedback with 100% Positive Rating in KPI Overall.
- Providing assistance for customers through problem solving by building a relationship with the customer and knowing where to pinpoint the opportunities they can get which get me to upsell promotions & other benefits.

## EDUCATION



De La Salle Araneta University

2005 – 2019

- Represented the School internationally (Melbourne, AU 2018) by winning in a Group Division Dance Competition which gave the school recognition and public interests.
- Published a Research on How Social Media Affects the Decisions of Young Individuals on choosing their desired beauty products. Our research was chosen to represent the school on Inter La Salle thesis week.