





Gladdelyn Ligan


Social Media Manager

Highly motivated individual with over nine years of experience in the field of banking and retail with specialization on customer service, loyalty marketing, social media and content strategy and development.

CONTACT

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EDUCATION

2009-2013
**BSBA Major in Marketing
Management**
Our Lady of Fatima University

SKILL

- Content Creation
- Copywriting
- Customer Service
- Loyalty Marketing
- Campaign Management
- Social Media Management

WORK EXPERIENCE

Digital Marketing Officer

Robinsons Retail Holdings Inc. (Robinsons Department Store)
June 2023 - Present

- Oversee and manage Robinsons Department Store's social media pages.
- Manage, develop and oversee social media strategy, content and monthly calendar.
- Maintain social media presence and increase social media following.
- Develops social media campaigns.
- Stay up-to-date with current trends and audience preferences.
- Building brand awareness by engaging relevant influencers.
- Measure success of contents and campaigns implemented.

Digital Marketing Officer

Robinsons Retail Holdings Inc. (GoCart)
December 2022 - June 2023

- Manage email and social media marketing campaigns.
- Develop engaging online content for social media.
- Innovate and present new marketing platforms and strategies.
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information.
- Measure success of contents and campaigns implemented.

Growth Marketing Officer

Sweet Spot Inc.
February 2022 - December 2022

- Manage and handles Cupcakes By Sonja social media pages.
- Manage Cupcakes By Sonja's shopify website.
- Deploy marketing campaigns from ideation to execution.
- Develop strategies and tactics to boost Cupcakes by Sonja and Cakeshop by Sonja; drive qualified traffic online and offline.
- Build strategic relationships and partner with key industry players, agencies, and vendors.
- Translating brand elements into plans and go-to market strategies.
- Measure success of contents and campaigns implemented.

Loyalty Officer

Unioil Petroleum Philippines Inc.

May 2021 - February 2022

- Handles marketing of Unioil Loyalty card.
- Deploy loyalty marketing campaigns from ideation to execution.
- Manage customer support service through email.
- Facilitates communication planning to members through SMS, email, mobile app and social media.
- Handles extraction and generation of data, reports and campaign post evaluation.
- Manage loyalty activation during special events like station opening, card activation on existing stations

Program and Member Engagement Specialist

Data Analytics Ventures Inc.

January 2020 - May 2021

- Implementation of campaigns in collaboration with business units to ensure growth and efficiencies.
- Implementation of data products (i.e.: precision marketing) and projects to ensure timely and accurate delivery for brand partners.
- Facilitates communication planning to members through SMS, email, mobile app, viber and social media.
- Spotting ways to improve usage of DAVI platforms, products and services through automating basic everyday tasks.

Loyalty Support Officer

Robinsons Retail Holdings Inc.

May 2018 - December 2019

- Manage customer service e-mail and store operation's concern regarding Robinsons Rewards Card.
- Conduct and facilitate trainings to store operations for existing and newly implemented projects.
- Facilitates Manual Points Adjustment for internal and external partners.

Product Service Assistant

BDO Unibank Inc.

May 2013 - April 2018

- Verifies documents, files and service requests before forwarding to appropriate units for transaction processing, within the prescribed service level agreement and turnaround time.
- Handles and products other special transactions and products of the bank. (Check disbursements, Warehousing and Discounting System, Deposit Referencing Facility, Motorized Check Pick Up, SSS Sickness and Maternity Benefit Enrollment)