



JOSHUA LENNON FLORES

OBJECTIVE

To acquire job on the company as where I can utilize my skills to both writing and graphic designing and become competent in my field of endeavor for which my qualification fits while contributing to the company's goals and objectives. I am someone who is willing to learn and strives to deliver work excellently.

EXPERIENCE

News Writer

DZWT/DZWR

OJT

2016

- Straight News Writer for both FM and AM Radio Station

Production Assistant

PROVILL STUDIOS MANILA

OJT

2016 - 2017

- Production Staff
- Digital Background Props

Pay-Per-Click Specialist, Digital Marketing Specialist and Graphic Artist

EMERGELOCAL

Richard Noromor (CEO)

June 25, 2018 - September 15, 2020

- Handle multiple clients (Local and Australian Clients)
- Maintaining knowledge of industry best practices and new technologies
- Working cross-departmentally to align campaign strategies and goals across the organization
- Responsible for the development of clients' digital marketing plans including but not limited to content
- Develop and manage digital media content and plans
- Copywriting social media advertisements and PPC advertisements
- Research various markets, competitors, and other relevant data to provide insights and support for engaging content
- Develop and implement strategic social media campaigns to drive awareness, engagements, conversions, and inbound traffic
- Write copy for ads and landing pages
- Build ad creatives using Canva that follows branding guidelines
- Ensures no campaigns, copy or creatives are rejected for policy violations
- Do market research and competitor analysis to look for opportunities to apply to improve channel performance and efficiency
- Developing, executing, and optimizing cutting-edge digital campaigns from conception to launch
- Launch Paid Digital Ad Campaigns in Facebook Business Advertising, Google Display Ads, Google Search Ads, and other paid ads platforms
- Defining, measuring, and evaluating relevant paid media KPIs
- Overseeing and managing the overall budget for paid media
- Managing and adjusting PPC budgets to ensure maximum ROI for paid adverts
- Optimize bidding at keyword, placement, device, geographic, demographic, and other levels
- Research & implement PPC trends and best practices
- Manage campaigns daily to ensure they do not exceed budgets and CPA's
- Deliver consistently high-quality content for brands and clients to both digital and print
- Creates Creatives for Social Media and Paid Ads

0945 330 6678

<https://www.behance.net/jlflores25>

joshualennonf@gmail.com

PERSONAL

Birthday : 25th July 1996
 Relationship : Single
 Nationality : Filipino
 Languages : English and Tagalog

EDUCATION

Primary (2003 - 2009)
 - Philex Mines Elementary School

Secondary (2009 - 2013)
 - Saint Louis High School

Tertiary (2013 - 2017)
Bachelor of Arts in Communication
 - Saint Louis University

SKILLS

PERSONAL

Excellent English Written & Verbal
 Communication Skills
 Independent Worker
 Flexible & Quick Learner
 Manages Time Efficiently
 Creative & Innovative
 Resourceful
 Organized and Detail Oriented
 Leadership Skills
 Teamplayer

TECHNICAL

PHOTOSHOP
 ILLUSTRATOR
 INDESIGN
 MS OFFICE APPLICATIONS

TECHNICAL

ADS MANAGER (Facebook)
ADS EDITOR (Google)
SHOPEE ADS
CANVA
HOOTSUITE
SLACK

ADMINISTRATIVE

Customer Service
Task Management
Email Management
Data Entry
Online Research
Social Media Engagement
Marketing

REFERENCES

CAMILLE ANNE BARTOLOME

PIA Region 3

Media Production Assistant

Phone: 0917 166 4902

Email: milleanne12@gmail.com

GLADYS DELA CERNA

DMMMSU

College Professor

Phone: 0950 826 3319

Email: gladysfdelacerna@gmail.com

JELLENE CORREA

GoodInk

Virtual Assistant

Phone: 0917 420 8287

Email: jellenecorrea@gmail.com

EXPERIENCE

Pay-Per-Click Specialist, Digital Marketing Specialist and Graphic Artist

BARO/MARKATA

Mark Manzano (CEO)

January 15, 2021 - November 30, 2022

- Understand company brands, products, and services
- Provide gatekeeping duties in regard to taking initial screening phone calls or meetings when necessary
- Project manage own roles and responsibilities in a clear way so that the Founder (CEO) can see where each project and task is at
- Promote products of the company through digital marketing
- Managing company social accounts and creating content to increase social engagement with potential clients
- Research various markets, competitors, and other relevant data to provide insights and support for engaging content
- Supports on handling DMs
- Assist in identifying marketing trends and key opportunities for innovation
- Oversee and monitor sales targets and acquisitions of the sales team
- Provide reports and other understandings of related concerns in sales and marketing
- Collaborating with the sales on marketing strategy and market research
- Assist in planning and creating marketing materials
- Writing both long-form and short-form copy
- Analyse campaign performance daily and make optimisations to improve performance
- Monitor daily, weekly and monthly sales performance of the company
- Ensure no campaigns, copy or creatives are rejected for policy violations
- Campaign Review and Performance Reporting
- Ensures that product name, description, price, photos, size charts, inventory and other details listed on Shopee are accurate and optimized for search visibility and user-friendliness
- Ensures that all items are visible and presented in a visually appealing manner in all channels (product page design, etc are updated and working properly on desktop and mobile)
- Works with both Merchandising and Operations to ensure optimal stocks to minimize missed opportunities while preventing stock ageing
- Encourages positive customer reviews on the website and e-commerce marketplaces
- Analyzes Sales Reports on a per channel, per category and per product basis and provides suggestions on how to improve sales
- Monitors spending and effectiveness of ad spending from in-platform sponsored ads
- Works on possible actions to improve sales as well as the other metrics given the available data
- Monitors effectiveness of campaigns post-promotion
- Graphic Designing and Art Direction
- Conducts product photoshoot
- Provides design perspective or mock-up
- Understand company brands, products, and services
- Provide gatekeeping duties in regard to taking initial screening phone calls or meetings when necessary
- Project manage own roles and responsibilities in a clear way so that the Founder (CEO) can see where each project and task is at

HOBBIES



Music



Swimming



Mobile Gaming



Photography



Traveling