

THEA SAMANTHA AREVALO

Antipolo, Rizal | 0926 298 1943 | theasam.arevalo@gmail.com | linkedin.com/in/ts-arevalo/

SUMMARY

Results-driven and innovative social media marketer with a passion for pushing boundaries. Committed to maintaining integrity and delivering fresh, out-of-the-box ideas aligned with business and marketing goals. A natural critical thinker, taking pleasure in conducting in-depth market research and analysis. Dedicated to consistently delivering data-driven strategies infused with creative finesse to achieve outstanding outcomes.

EXPERIENCE

Propelrr | Social Media Team Lead for AdHoc Campaigns & Influencer Marketing | Makati 9/2021 -Present

- Managed social media channels for internal and external projects (Meta, Instagram, Twitter, and LinkedIn) with monthly content plans.
- Led successful influencer marketing campaigns from start to finish, including researching potential influencers, onboarding them, and closely monitoring campaign performance.
- Spearheaded the conceptualization and execution of strategic campaigns across multiple platforms, such as Meta, Instagram, and TikTok, focusing on promotional efforts, always-on content, and leveraging influencer partnerships for maximum amplification.
- Played an integral role in expanding the Social Media Team by participating in the selection and interviewing process of potential candidates and actively contributing to their onboarding process.
- Generated comprehensive reports on a regular basis, analyzing social media highlights, influencer-generated results, and key insights, providing actionable recommendations for continuous improvement.
- Stayed up-to-date with the latest industry trends and shared relevant insights with the team during monthly discussions, fostering a culture of continuous learning and innovation.
- Developed and executed targeted media plans, including advertising campaigns for Meta and Instagram, ensuring optimized reach and engagement with the target audience.

Illustrados Creatives and Technology Inc. | Creative Digital Marketer | Remote 10/2020 -9/2021

- Managed social media channels for internal and external projects (Meta, Instagram, LinkedIn, Pinterest) with monthly content plans.
- Developed and executed digital marketing campaigns, analyzing results for optimization.
- Trained and delegated tasks to marketing interns.
- Assisted in client meetings and streamlined campaign processes.
- Improved digital marketing workflows.

Liyab | Management Trainee | Remote 04/2020 – 09/2020

- Oversaw and managed the company's social media presence across platforms including Meta, Twitter, and Instagram.
- Designed engaging and visually appealing social media content using Canva.
- Crafted compelling copy for social media posts and website blogs.
- Successfully managed a thriving Facebook group, nurturing engagement among its 1,000+ members and devising creative group activities.
- Fostered partnerships with various schools nationwide, offering valuable post-college career-building opportunities to students.

SKILLS

Software: GSuite, Microsoft Office, Canva, Monday OS

Languages: English, Tagalog

EDUCATION

University of Santo Tomas

Bachelors of Arts in Philosophy, June 2019

CERTIFICATIONS

Social Media Marketing Certified, Hubspot

Facebook Certified Digital Marketing Associate, Meta

Facebook Certified Community Manager, Meta