



ANNA MARIE CARDENAS

APPLICANT

MY CONTACT

Phone Number

09094118913

Email

iamannamarie1998@gmail.com

Address

KM5 Pico, La Trinidad,
Benguet

PERSONAL SKILLS

- **Analytical Skills:** Able to analyze complex data to inform marketing strategies.
- **Creativity:** Passionate about designing innovative campaigns that capture audience interest.
- **Teamwork:** Thrive in collaborative environments, working towards common goals.
- **Communication:** Excellent verbal and written communication skills.

ABOUT MYSELF

I am a dynamic individual with a flair for crafting engaging campaigns and a keen eye for data-driven strategy. My expertise lies in elevating brand presence through innovative digital marketing techniques, fostering audience engagement, and driving measurable growth. I excel in collaborative environments, always eager to learn and adapt.

CAREER OBJECTIVE

As an experienced digital marketing specialist, I am eager to embrace the challenges within digital marketing. My goal is to utilize my strong analytical skill and innate creativity to boost brand awareness and significantly contribute to the triumphs of an energetic marketing team.

EXPERIENCE

Cashcow.Global Software Development Services | 2023-2024

Digital Marketing Specialist

Handling the social media accounts such as Meta, Tiktok, Youtube, Instagram, and LinkedIn. Doing promotional campaigns in Google and Meta (campaign goals, budgeting, target audience). Content writing and SEO (articles for website). Efficient in using Canva and Capcut for visuals and content creation. Knowledge in using Figma (for making the front end of article for website's interface).

Sitel / Foundever Baguio | 2022-2023

Customer Service Representative

Receiving calls or inbound calls from our client in UK. Our account is about renewing their subscription with their packages that they avail such as the Internet, TV, and media box.

ANNA MARIE CARDENAS

Webinars Attended

AI in Digital Marketing (Great Learning) - May 21, 2024
Basics in Digital Marketing (UniAthena) - July 12, 2024
Social Media Marketing (DICT) - June 9-10, 2022
Social Media Marketing (FB Marketing) - June 13, 2024
Introduction to Brand Building through Social Media (DICT) - June 14, 2022
Social Media Marketing (YouTube Marketing and Blogging) - June 14, 2022
Digital Marketing (University of Caloocan) - May 20, 2022
Essential Video Editing Skills for Beginners (DICT) - May 23, 2022
Learn Video Editing using Capcut (DICT) - May 25, 2022

Expos Attended

14th PhilSME Business Expo May 10-11, 2024
DTI Baguio MSME Expo September 25, 2023

Academic Profile

Bachelor's Degree
Pangasinan State University Bayambang Campus (2018-2022)
Bachelor in Science in Information Technology Major in Programming

REFERENCES

Marissa Gacad

Former COO at Cashcow.Global Office

Phone

09695124937

Michaela Joana Rangel

Malasiqui National High School, Friend / Classmate in Senior High School

Phone

09452112846

Elvie Palaganas

Pangasinan State University Bayambang Campus, Friend/
Classmate in Senior High School and College

Phone

09923686998