

Jaiah Marie De Castro

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PERSONAL STATEMENT

I am a consumer-focused and data-driven digital marketing professional with a successful track record for working collaboratively at all levels and motivating individuals to obtain maximum performance. I would also like to consider myself as an innovative, resilient, and self-driven individual when it comes to meeting and exceeding goals and targets. Currently, I am looking for growth and opportunities to work with like-minded individuals to tackle some of today's toughest business challenges.

EMPLOYMENT HISTORY

ACCA Global

Campaign Executive, Full-time

February 2023 - Present

- Built and deployed email (Adobe Campaign, AEM) and SMS (Netsize, Sinch) campaigns successfully.
- Managed and maintained database entries, ensuring compliance with regulations, and data accuracy.
- Implemented automated and personalised email journey workflows that align with brand guidelines.
- Successfully implemented new QA process to effectively mitigate build errors in a timely manner.
- Effectively identified and provided solutions to HTML and CSS rendering issues using Litmus.

RestOrganic

Senior Email Developer & Digital Delivery Manager, Freelance

October 2022 - Present

- Key POC for suppliers and agencies for the design, strategy, and optimisation of digital campaigns.
- Built and deployed customer email welcome journey, and set up newsletter sign-up form (HTML, CSS, JS, Liquid) on the Shopify website successfully whilst ensuring compliance with brand guidelines.
- Created brand assets (Canva, Adobe Photoshop) for website/organic/paid social media/email campaigns.
- Successfully managed New Pillow campaign launch from plan to execution of multi-channel campaigns.

Mitchells & Butlers PLC

Campaign Executive, Full-time

March 2022 – February 2023

- Built and deployed campaigns (email, push, SMS) within Adobe Campaign on time and with no errors.
- Collaborated with brand team, suppliers, CRM manager to ensure HTML assets align with campaign briefs.
- Successfully carried out QAs on campaign extracts and raised issues in a timely manner to mitigate issues.
- Managed automated customer journeys, deploying tactical campaigns, email/push notification testing, manipulating, selecting, and segmenting data daily to ensure our campaigns achieve targets.
- Conducted post-campaign analysis and competitor research to understand performance and identify how we can continuously improve communication KPIs to deliver best-in-class campaigns.

Halfords

Customer Relationship Management (CRM) Executive, Full-time

June 2021- February 2022

- Successfully managed the design and build of email campaigns from concept through to execution.
- Used HTML/CSS/JavaScript in Cheetah Digital to build email campaigns that are optimised for accessibility and convey messages in an engaging and relevant manner within the Halfords brand guidelines.
- Effectively created dynamic content and highly personalised campaigns using Cheetah Digital.
- Reviewed performance and advised on open rate, click-through rate, deliverability, and conversion rate.
- Carried out A/B testing, content testing, and multi-variant testing effectively across email campaigns.
- Ensured emails are targeted by applying segmentation techniques to audience selections using FastStats.

Eastside Co

Digital Marketing Executive, Full-time

March 2021- May 2021

- Assisted in functions: paid social, email marketing (Klaviyo), PPC, website updates (Shopify).
- Created long and short-form written content for email marketing, blogs, social posts, PPC.

- Collaborated with Specialists to have a firm grasp of client goals, branding, tactics, and strategies.

Cherith Simmons Learning and Development LLP

Client Services Manager and Marketing Executive, Full-time

October 2020 – March 2021

- Built strong business relationships with clients, junior and senior partners at all organisational levels.
- Produced email campaign automation and integration plan with CRM to improve lead tracking.
- Managed lead generation (Mailchimp, Website, PPC, SEO, SMS campaigns, Inbound enquiries).
- Designed and updated sales material (Brochures, Magazine adverts, Banners, and Posters).
- Enhanced social media presence (Facebook, Youtube, Twitter, LinkedIn) by increasing engagement.
- Compiled comprehensive weekly KPI reports, lead presenter, and facilitator of SCRUM meetings.

Cherith Simmons Learning and Development LLP

Business Consultant, Part-time

December 2019 – March 2020

Cherith Simmons Learning and Development LLP

Digital Marketing Consultant, Full-time

July – September 2018

- Provided a revised and comprehensive digital marketing proposal to Senior and Junior partners.
- Analysed key metrics on Google Analytics to evaluate the ROI of multiple marketing channels.
- Improved lead generation and conversion on PPC (Google and Bing AdWords) and SEO.
- Optimised company website using WordPress and Google Search Engine Console for SEO.

Cherith Simmons Learning and Development LLP

Client Services Manager, Marketing & HR Coordinator, Full-time

July 2017- June 2018

- Identified business opportunities to attend exhibitions, conferences, and client meetings.
- Generated over 50 business leads as the company brand ambassador at the London CIPD conference.
- Successfully provided support to the Marketing Director in creating marketing plans and strategies by organising new product launches, producing accurate weekly reports, and updating calendars.

SKILLS

Communication – Communicated timely and regularly to Senior and Junior partners, clients, and suppliers.

Analytical- Produced accurate sales reports using quantitative and qualitative data on marketing performance.

Leadership skills- Successful team leader of the winning team in the St Mary's Business Enterprise Challenge.

IT – Proficient in Excel, Word, PowerPoint, Adobe Campaign, AEM, Klaviyo, Salesforce, Cheetah Digital, Shopify, WordPress, Litmus, App Manager, Wrike, Eagle Eye, CRM System (Maximiser), WordPress, HTML/CSS, QuickBooks, FastStats, PeopleStage, Google Analytics, Google and Bing AdWords, Power BI.

Problem-solving – Proactive in identifying issues and recommending cost-effective and profitable solutions.

Teamwork – Cooperative and adept in building strong interpersonal relationships to successfully lead projects.

Languages – Fluent in English, Tagalog (Filipino) and GCSE level Spanish.

AWARDS & ACHIEVEMENTS

- Awarded HTML Email Mastery – Build Responsive Email Templates 2024 Certification.
- Awarded Introduction to Javascript certificate with Code First Girls.
- Awarded Litmus Foundations Certification.
- Awarded top prize winner of The Business Enterprise Challenge in association with St Marys Hospice and Barclays bank, Snow Hill after raising a total of £2,143.18.

EDUCATION HISTORY

Aston University, Aston Business School

BSc Business and Management- Sandwich Course **Achieved:** First-Class Honours

Kings Norton Girls' School and Sixth Form

A-levels: Biology (B), Business Studies (B), English Language and Literature (B)

James Brindley School

GCSEs: Nine grades A*-B, including Maths (A), Science (A), and English (A*)

References available upon request