

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.

EDUCATION HISTORY

Aston University, Aston Business School

September 2015- June 2019

BSc Business and Management- Sandwich Course

Achieved: First-Class Honours

Kings Norton Girls' School and Sixth Form

June 2015

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

James Brindley School

June 2013

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

EMPLOYMENT HISTORY

ACCA Global

Campaign Executive, Full-time

February 2023 - Present

Mitchells & Butlers PLC

Campaign Executive, Full-time

March 2022 – February 2023

- Built and deployed campaigns (email and push) 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 marketing 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.
- Provided progress reports to partners and clients using Microsoft Excel, Word, and PowerPoint.
- Compiled comprehensive weekly KPI reports, lead presenter, and facilitator of SCRUM meetings.
- Managed and updated pricelist, invoicing, and payments to all clients using QuickBooks.

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.
- Initiated, planned, and managed all CV screening, telephone, and face-to-face interviews.

POSITIONS OF RESPONSIBILITY

Aston University

Peer mentor and E-mentor

September 2015 - July 2019

- Developed excellent relationships with two students and demonstrated excellent oral and written communication skills by providing mentees advice on university life and programme requirements.
- Provided guidance and support on referencing and how to use campus facilities helping the mentee to increase their competence and settle in quickly to university life.

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, 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 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.
- Awarded an Introduction to Javascript certificate with Code First Girls.

INTERESTS

If I am not in the gym or jogging, one would find me baking or cooking for friends and family. I also enjoy travelling to new places and experiencing new cultures.

References available upon request