

# 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**

### **Cordial Experience Inc**

#### **Email Production Specialist, Full-time**

***May 2024 - Present***

- Executed end-to-end email campaign production (Coding dynamic emails in HTML/CSS/JS/Smarty, Setting up multiple programs within a deployment in Cordial, Targeting segmentation, and Developing schedules).
- Ensured consistent quality with QA and troubleshooting HTML files using Litmus and EmailOnAcid.

### **ACCA Global**

#### **Campaign Executive, Full-time**

***February 2023 – May 2024***

- 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 a 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 – March 2024***

- 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 the 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, and 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, and 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 and deployed BAU and automated email campaigns (MailChimp), social media campaigns (Organic, Paid), SMS campaigns, PPC campaigns (Google, Bing), and promotional landing pages (WordPress).
- Successfully led the setup and integration of ESP (MailChimp) with CRM system (Maximiser).
- Compiled comprehensive weekly KPI reports (Google Analytics) and lead presenter of SCRUM meetings.
- Optimised company website on WordPress using Google Search Engine Console for SEO.

#### **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**

#### **Cherith Simmons Learning and Development LLP**

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

**July 2017- June 2018**

#### **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, Moveable Ink, WordPress, Litmus, App Manager, Wrike, Eagle Eye, CRM System (Maximiser), WordPress, HTML/CSS, QuickBooks, FastStats, PeopleStage, Google Analytics, Google and Bing AdWords, Power BI.

**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 Data and SQL Certificate with Code First Girls.
- Awarded NEW FIGMA 2024: Getting started the beginner to pro class Certificate with Skillshare.
- Awarded Udemy Salesforce Marketing Cloud Administrator Certification.
- Awarded Udemy HTML Email Mastery – Build Responsive Email Templates 2024 Certificate.
- 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**