

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.
- Successfully led requests for additional data feeds in/out of the Cordial platform to achieve project goals.
- Effectively resolved delivery issues and monitored compliance with CAN-SPAM, CCPA, and CASL laws.

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.

Business Consultant, Part-time

December 2019 – March 2020

Digital Marketing Consultant, Full-time

July – September 2018

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