



JAMES LAURENCE OPONDA


Digital Marketing

Profile

Welcome to our comprehensive catalog highlighting the realm of work experience in digital marketing. In this dynamic field, professionals harness the power of digital platforms to enhance brand visibility

Here's my mentor:<https://www.facebook.com/jmbsarol>

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 Antipolo, Philippines

Education

Bachelor of Design
Carlos Botong National
2019-2022

Bachelor of Design
Carlos Botong National
2020-2024

Expertise

Digital Marketing

Branding

Copywriting

EDITING

Language

English

French

Work Experience

Digital Marketing

2024

- Crafting digital marketing strategies aligned with business objectives.
- Utilizing data analytics tools to measure campaign performance and optimize strategies for maximum ROI.

Graphics Design

2020

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2022

- Crafting memorable brand identities through logo design, brand marks, and visual assets.
- Conducting brand research and competitor analysis to develop unique and cohesive brand identities.

Content Writing

2024

Conducting content audits and analysis to identify gaps, opportunities, and areas for improvement.

Creating editorial calendars to organize content creation publication schedules, and content distribution channels.

Logo Design

2020

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2022

- Conducting comprehensive research into the brand's history, values, target audience, and competitive landscape.
- Translating brand attributes and key messages into visual elements that resonate with the intended audience.