

# FLORENCE VIA C. CHAVEZ

Digital Marketing Specialist | Graphic Designer | Creative Professional

Purok 1 Brgy., Elizalde, Maco, Davao De Oro, Philippines

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## PROFESSIONAL SUMMARY

Dynamic and creative Licensed Professional Teacher with comprehensive experience in digital marketing, graphic design, and client relations. Proven track record in developing compelling visual content and executing data-driven marketing strategies across multiple platforms. Passionate about combining education, technology, and creativity to support business growth in fast-paced, innovation-driven environments. Committed to continuous learning and delivering impactful solutions that drive engagement and results.

## CORE COMPETENCIES

- Digital Marketing Strategy
- Graphic Design & Branding
- Social Media Management
- Content Creation & Optimization
- Client Relations & CRM Management
- Adobe Creative Suite (Photoshop, Illustrator)
- Photo & Video Editing
- Project Management & Analytics

## PROFESSIONAL EXPERIENCE

### Digital Marketing Specialist | Client Relations Specialist

Pentwater Connect, Tagum City, Philippines

February 2024 - Present

- Developed and executed comprehensive digital marketing strategies across multiple platforms, resulting in increased brand visibility and customer engagement
- Managed client relationships by providing exceptional customer service, addressing inquiries, and ensuring client satisfaction throughout project lifecycles
- Created and optimized content for social media platforms, websites, and email marketing campaigns to drive lead generation and conversion
- Analyzed marketing performance metrics and generated detailed reports to track ROI and campaign effectiveness
- Collaborated with cross-functional teams to align marketing initiatives with business objectives and client requirements
- Maintained CRM systems and client databases to ensure accurate record-keeping and streamlined communication processes

### Graphic Designer

Pentwater Connect, Tagum City, Philippines

February 2024 - Present

- Designed compelling visual content including logos, brochures, social media graphics, and marketing materials that align with brand guidelines and client specifications
- Collaborated with marketing and client relations teams to translate concepts into visually appealing designs that effectively communicate brand messages
- Managed multiple design projects simultaneously while meeting tight deadlines and maintaining high-quality standards
- Utilized industry-standard design software including Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create professional-grade deliverables
- Stayed current with design trends and best practices to continuously improve creative output and maintain competitive edge

## **ESL Teacher (Online, Home-Based)**

*Online ESL Education Platform, Philippines*

**March 2023 - July 2023**

- Taught English as a Second Language to diverse learners including children, teenagers, and adult students from various cultural backgrounds
- Delivered one-on-one online classes focused on speaking, listening, reading, and writing skills with emphasis on communicative competence
- Utilized online teaching platforms such as ClassIn, Zoom, Tencent and Google Meet, incorporating digital tools like Canva, PowerPoint, and YouTube to create engaging, student-centered lessons
- Demonstrated strong communication skills, time management, and adaptability in a remote teaching setting

## **Freelance Graphic Designer**

*Self-Employed, Philippines*

**July 2024 - January 2025**

- Delivered custom graphic design solutions for personal brands, student-led groups, and small enterprises
- Designed compelling visuals for social media graphics, e-invites, promotional posters, certificates, marketing assets, and brand logos
- Utilized design software like Canva and Adobe Photoshop to produce polished, brand-aligned materials tailored to each project's purpose
- Handled multiple design tasks simultaneously while ensuring quality, consistency, and on-time delivery

## **EDUCATION**

### **Bachelor of Elementary Education - Generalist**

*University of Mindanao Tagum College*

Mabini St., Brgy Magugpo South, Tagum City, Philippines

**Graduated: 2024**

## **TECHNICAL SKILLS**

**Design & Creative Tools:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Figma

**Video Editing:** Adobe Premiere Pro, CapCut

**Marketing & Analytics:** Google Analytics, Buffer, Hootsuite, CRM Systems

**Productivity Tools:** Microsoft Office Suite, Google Workspace, Notion, Trello, Asana, Clickup, Airtable

**Communication Platforms:** Zoom, Google Meet, Microsoft Teams, Discord, Slack, WhatsApp

## **PROFESSIONAL REFERENCES**

### **Genesa Mae Ancheta**

Director of Growth Marketing, Pentwater Connect  
Tagum City, Philippines

[!\[\]\(f507db636256ac11a5525ef93ec6b8d7\_img.jpg\) LinkedIn Profile](#)

### **John Mark Peralta**

Client Creative Director, Pentwater Connect  
Tagum City, Philippines

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### **Christianile C. Pillo**

SME, Pentwater Connect  
Tagum City, Philippines

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### **Dr. Mona Lisa O. Chagas, EdD**

Program Head – BEED, UM Tagum College  
Tagum City, Philippines

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