



RAILEY INDUCTIVO

Digital Marketing Specialist

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PROFILE

Versatile creative professional with expertise in UI/UX design, digital marketing, and web development. Proven track record of increasing brand visibility by 20% or more through innovative design and data-driven strategies.

EDUCATION

BSc in Creative Computing
Bath Spa University
Honored with Academic Excellence

TECHNICAL SKILLS

- HTML, CSS, JavaScript, and React.js
- Canva and Figma
- Capcut and Snapseed
- Wordpress and Hostinger
- Digital Marketing and Social Media
- Google Analytics and Google Ads
- SpyFu and Semrush

PERSONAL SKILLS

- Creativity
- Attention to Detail
- Adaptability
- Problem-Solving
- Deadline-Oriented

LANGUAGES

- English (Fluent)
- Filipino (Native)

WORK EXPERIENCE

Creative Specialist

2024-Present

UeCampus

Led the website's redesign while assisting in its overall development. Managed the company's social media accounts, creating engaging posts to enhance brand visibility and strategizing marketing campaigns for optimal reach. Additionally, I collaborated with developers to ensure proper SEO implementation and contributed to editing videos for reels.

Achievement Highlights

- 100%+ increase in follows, link clicks, and visits in social media pages in 2025.
- Assisted in targeting favorable countries through research, leading to 29% increase in intake leads.

Freelance UX Developer and Project Manager

2024

Manila Brothers Autoworks Filipino Garage

Led the development of the client's website as the project manager, overseeing the entire process. Designed the company logo and played a critical role in crafting and coding the website's front-end, ensuring a visually appealing, and fully functional final product.

Achievement Highlights

- Successfully launched the website, enhancing the company's reputation and credibility.
- Optimized workflow efficiency by implementing a website booking feature, improving user experience and operational processes.

CERTIFICATIONS

Google Analytics Certificate

2024

Google Skillshop

Google Ads Search Certificate

2024

Google Skillshop

Digital Marketing Short Course Certificate

2023

Metaverse Age Training Institute