



DANICA ELLA DOMINGO

FACEBOOK MEDIA BUYER PERSONAL PROFILE

I am a Social Media Buyer seeking a full time position in the field of social media marketing / advertising. As a young professional, I'd love to share my skill, knowledge and strategies in promoting businesses through various social media and search engine platforms.

WORK EXPERIENCE

Social Media Buyer

Freelance, May 2020 - July 2020

- Set up Ad accts
- Analyzed existing campaigns to come up with set of strategies
- Set up and launch full funnel (top-bottom) campaigns
- Created and set up Ad creative and Ad copy
- Scaled top performing ads/ad set and killed unprofitable ones

Social Media Buyer

Overt Digital Marketing Australia, July 2020 - June 2021

- Social Media Advertising (Facebook, Instagram)
- Search Engine Marketing (SEM), Google Ads

Social Media Buyer

Knaq Digital Marketing Agency, August 2, 2021- Present

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- Scaled top performing ads/ad set and killed unprofitable ones

EDUCATIONAL AND TRAINING HISTORY

University of La Salette, Santiago City Isabela Philippines

Bachelor of Science in Accounting Technology


Cagayan Valley Computer and Information Technology College, Santiago City Isabela Philippines

Bachelor of Science in Accountancy

Facebook Advertising for E-Commerce

Paid online course by Coach Dearly Plinky Llamzon

CONTACT ME AT

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HERE IS HOW I CAN HELP YOU

- Set up Ad accts
- Manage Ad campaign
- Set up and troubleshoot pixels
- Test (top-bottom) funnels, Scale budget and Retarget audience
- Set up Google Ads

TECHNICAL SKILL

 Media Buying

 Canva Pro

 Microsoft Office

 Business Suite

 FilmoraGo

 Google Ads

Check my PORTFOLIO here:

<https://danicaelladomingo.github.io/>