

DAPHNIE ELAINE DOMINGO

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WORK EXPERIENCE

Facebook Ads Manager

UK based Clients (Niches: Manage Printing Services, Cars Buy and Sell, Car Engine cleaning services, Restaurant)
November 2019 to present

- Managed Ad campaigns
- Created social media contents
- Set up and launched full funnel campaigns
- Market Research (industry + competitors)
- Conducting Testing, Scaling top performing ads/ ad sets and killing ineffective ads, and Re-targeting phase for an ads

Instagram Social Media Manager

Motiv8media1 Agency | June 2020 to present

- Managed social media postings and engagements
- Analyzed client's campaign to come up with another set of strategies for larger profit
- Created/scheduled Instagram contents (ad copy + ad creatives)

Facebook Ads Manager

Local Client | August 2019 to present

- Facebook pixel installations, set up events and tracking
- Set up and launched lead generation campaigns and get leads
- Market Research
- Distinguishing top performing ads/ ad sets and turning off ineffective ones
- Conducting Testing, Scaling and Re-targeting phase for an ads

CERTIFICATION

Coach Dearly Plinky

Facebook Advertising | Paid

Coursera

Introduction to Social Media Analytics

Integrated Marketing Communications | Paid

Hubspot Academy

Social Media Certification | Free

TECHNICAL SKILLS

- Microsoft Office
- Microsoft Excel: Pivot, Vlookup, Data Filtering and Formula
- Canva
- Click Funnel
- Facebook Ad
- Zoom
- Trello
- Google Docs

Check my PORTFOLIO here: <https://daphnieelainedomingo.github.io/>