

Deciree France P. Domanico

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Summary

Through my marketing internship and freelance work, I developed practical skills in online marketing, brand visibility, and customer satisfaction. As a recent Bachelor of Science in Business Administration major in Marketing Management graduate, I am prepared to apply this proven blend of analytical skill and digital enthusiasm to an entry-level business role, contributing immediately to company objectives.

Experience

Bellahbeatrix Cosmetics Product Trading Marketing Intern

General Trias, Cavite
Feb 2025 – June 2025

- I created 20+ contents, videos and graphics, for online campaigns with respective keywords, to enhance the visibility of the products through search engines and algorithms.
- Managed the execution of sponsored Facebook Ad campaigns to drive traffic and increase post engagement by 60%, demonstrating effective skills in paid performance marketing.
- I created new branding strategies for the products of over 15 clients that were in tune with the market.
- I ensured high client satisfaction by providing effective customer support through order processing, product tracking, and receipts organization.

Redbubble Freelance Graphic Designer

Trece Martires City, Cavite (Remote)
September 2022 – December 2022

- I used Canva to create 159 unique T-shirt and hoodie graphics optimized for the Redbubble.
- I developed design strategies based on international trend research and keyword research (using Google Keyword Planner and Microsoft Excel) to ensure maximum alignment with e-commerce customer traits and behaviors.

Project

Mobile Gamer Hub (mobilegamerhub.online) Personal SEO & Web Development Project

Trece Martires City, Cavite
November 2025 – Present

- Built and launched a custom domain website using HTML, CSS, and GitHub Pages to showcase SEO expertise in a blog format.
- Implemented on-page SEO: keyword research, meta tags, semantic HTML, and mobile responsiveness.
- Configured DNS (4 A records, CNAME for www, CAA), enforced HTTPS, and achieved 100/100 mobile speed (Lighthouse)

Education

Cavite State University – Trece Campus

Bachelor of Science in Business Administration Major in Marketing Management

Cum Laude, GPA 1.566

Consistent dean's lister, 2021–2025

Thesis "Effect of Traffic Congestion to the Customer Experience Towards On-Demand Delivery Services"

Trece Martires City, Cavite
Sept 2025

Training I Attended

- On-the-job training, Bellahbeatrix Cosmetics Product Trading, June 2025
- Academy of Innovative Salespreneurship and Leadership Excellence, Green Circle Realty, July 2024

Certificates

- SEO Strategy 2025
- Certificate of Achievement in Fundamentals of Financial Services
- Enhancing Digital Marketing Performance through Insights from Behavioral Science
- Business Ethics Micro-Enterprise Management
- Consistently recognized as Dean's Lister, 2021–2025
- Secured 3rd Place in Product Exhibit, Entrepreneur Day, 2023
- Received Outstanding Performance Award, Retail Management, 2023

Additional Information

- **Technical Proficiency:** Microsoft 365, Canva (Advanced), Capcut, Google Workspace
- **Analytical Skills:** Problem Solving, Attention to Detail, Competitor Analysis, Data Analysis
- **Digital Skills:** Social Media Marketing, Content Creation, Basic Technical SEO, Website Optimization
- **Core Competencies:** Time Management, SEO Strategy Development, Adaptability, English, Filipino (Native)