



# ELDWIN RAYE V. GASPAR

FACEBOOK ADS SPECIALIST

## CONTACT

Facebook:  
[www.facebook.com/eldwingaspar](https://www.facebook.com/eldwingaspar)  
Email:  
[eldwinrayegaspar@gmail.com](mailto:eldwinrayegaspar@gmail.com)  
Whatsapp:  
+63 968 853 1013

## TECHNICAL SKILLS

- Media Buying
- Facebook Ads Manager
- Canva Pro
- Google Sheets
- Google Docs
- Microsoft Office
- HTML/CSS

## HERE'S HOW I CAN HELP YOU

- Facebook Advertising (Testing, Scaling, and Retargeting)
- Monitor Campaign, Ad Set, and Ad
- Copywriting or Ad copy analyst
- Create creatives

## CERTIFICATION

- Coach Dearly Plinky  
Facebook Advertising || Paid
- Coursera  
Introduction to Social Media Analytics  
Integrated Marketing Communications || Paid
- Hubspot Academy  
Social Media Certification || Free

Check my **PORTFOLIO** here:

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

## WORK EXPERIENCE

### Facebook Media Buyer

UK BASED CLIENTS( (NICHE: MANAGE PRINTING SERVICES, CARS BUY AND SELL, CAR ENGINE CLEANING SERVICES, RESTAURANT) 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)

### Assistant Internal Auditor

FMN INDUSTRIAL CORP.  
OCTOBER 2016 - JULY 2017

- Daily Bank Reconciliation
- Inventory count on supplies of branches
- Branch full audit for a month (field)
- Monitoring of proper implementation of company Rules and Regulations

### Accounting Staff

SAGANA ACCOUNTING + CONSULTING SERVICES  
OCTOBER 2015 - MAY 2016

- Compute client's tax
- Filing eFPS
- Payment of client's Tax
- Collection of tax payment from clients (field)

## EDUCATIONAL INFO AND TRAININGS

### University of La Salette, Inc.

BACHELOR OF SCIENCE IN ACCOUNTING TECHNOLOGY

- Attended: 2011-2016
- Vice-Governor for Non-Academics (Sports) 2015-2016 - College of Accountancy
- Business Manager 2012-2013 - Young Mathematician Society

### Facebook Advertising for E-Commerce

PAID ONLINE COURSE BY COACH DEARLY PLINKY LLAMZON

- Attended: 2019