

Contact

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www.sociablestack.com/ (Portfolio)

Top Skills

Social Media Content Creation

Memes

Software as a Service (SaaS)

Publications

SaaS Marketing Strategies To
Combat SaaS Marketing Challenges

Carmela Padasas

SaaS Affiliate + UGC Marketer | Founder Wedd App Ph
Muntinlupa City, National Capital Region, Philippines

Summary

Carmela here and welcome to my SaaSy profile!

A SaaS Social Media Marketer specializes in Affiliates and UGC marketing to upscale visibility and increase growth and number of users across different social media platforms.

I've started to pivot my affiliate and UGC marketing and organic content creation services from retail e-commerce businesses into SaaS Social Media marketers. Leveraging the power of affiliates and UGC (User-Generated Content) content creators to drive exponential growth, amplify brand visibility, and expand user bases and community for SaaS across the MarTech products.

As a MarTech enthusiast, I thrive on creating innovative, agile, and effective strategies that empower solutions to make a meaningful impact and deliver a persuasive message on social media platforms. My expertise lies in curating successful affiliate partnerships, nurturing UGC collaborations, and encouraging the generation of authentic user content that resonates with target audiences and users.

By harnessing the potential of the social media content creation industry, I have consistently helped organizations, SaaS, and non-SaaS businesses upscale their reach, engage target audiences, and generate higher conversions. My data-driven approach allows me to stay on top of the latest trends and insights.

Whether you're looking to boost brand awareness, enhance community engagement, or accelerate customer acquisition, I'm here to help you take your social media presence to upscale.

Let's connect and discuss how we can drive remarkable growth together!

Carmela Padasas

SaaS Social Media Marketer (Affiliates + UGC)

www.sociablestack.com

Experience

Sociable Stack

SaaS Social Media Marketer

November 2022 - Present (2 years 4 months)

Metro Manila, National Capital Region, Philippines

I aim to gain relevant traction for SaaS startups in the Seed, Series A, and Series B phases in MarTech. Building a relevant user list for startups is vital to dominate your target niches. If you don't get a small portion of it to be your loyal users, how can you acquire the rest of your target users?

I used different MarTech tools as a social media manager for more than 3 years. I experienced constant signups to tools seeking the perfect product and learned how I can help those MarTech startup founders. I offer gaining more reach and engagements for you to convert through social media with my creative ideas and valuable insights from reliable data and users' behavior and insights in form of branded memes, affiliate marketing and UGC marketing.

Three things I focus in my content:

1. SEO-based content on different social media platforms
2. Targeting user experience
3. Targeting user perspective

Just DM me for more details and meme ideas

Wedd

Founder

March 2024 - Present (1 year)

Philippines

Wedd is a wedding event planning webapp with convenience to access credible and diverse wedding suppliers based in the Philippines and innovative features. Wedd is designed to streamline your planning journey and ensure every detail is communicated for the success of your dream wedding day.

On your dream wedding day, we hope that newlywed couples and their guests share emotionally charged conversations, delightful experiences, and intimate memories.

A Wedd day that you can treasure

Influenceforsale.com

Influencer Marketplace Marketer

October 2022 - October 2022 (1 month)

United States

Invites content creators to the platform through cold emails.

Tint Bolt

SaaS Social Media Marketer

August 2022 - October 2022 (3 months)

Canada

Instagram Content Creation and SaaS Product Marketing

- Content creation
- Engagements
- Cold emails

Javy Coffee

Affiliate + UGC Specialist

February 2022 - April 2022 (3 months)

United States

Ecom Affiliate Marketing and UGC Marketing

- Research and invite UGC content creators and affiliates to be part of the campaign
- Monitor their content and earnings
- Build a genuine relationship with them to help with brand management

Caesar Resort

Instagram Manager

February 2021 - October 2021 (9 months)

North Cyprus

Focus on Instagram engagements to grow their account from 2k-5k in 3 months.

Chazi Homes

Social Media Marketing Manager

January 2021 - October 2021 (10 months)

Ontario, Canada

From organic content creation, I helped my client sold 2 house and lot in a month.

Education

Adamson University

Bachelor of Science - BS, BA major in Financial Management · (June 2013 - April 2017)