

## Contact

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(LinkedIn)

## Top Skills

AI in Digital Marketing  
Content Marketing  
Search Engine Optimization (SEO)

## Certifications

Search Engine Marketing  
SEO Strategies  
AI in Digital Marketing  
Graphic design essentials  
Canva Essentials

# Krishna Anne Cezar

Digital Marketing Specialist  
National Capital Region, Philippines

## Summary

As an experienced digital marketing specialist, I possess a diverse skill set that includes developing comprehensive digital marketing strategies, executing multi-channel campaigns, creating compelling content, managing paid advertising, analyzing data for insights, and staying abreast of industry trends. My proficiency in these areas enables me to drive impactful results and achieve business objectives effectively.

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## Experience

### Golden Arrow Digital Solution

#### Digital Marketing Specialist

January 2023 - March 2024 (1 year 3 months)

Philippines

- Developing and executing digital marketing campaigns across multiple platforms, such as social media, email, search engines, and display advertising.
- Conducting market research and analyzing data to inform strategy and optimize campaigns.
- Creating engaging content, such as blog posts, videos, and graphics, to attract and engage audiences.
- Managing and optimizing website and landing page performance for search engine optimization (SEO) and user experience (UX).
- Collaborating with other teams, such as sales and product development, to ensure alignment and achieve business objectives.
- Utilizing marketing automation and customer relationship management (CRM) tools to manage and measure campaign effectiveness.
- Staying up-to-date with the latest digital marketing trends, technologies, and best practices.

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## Education

ACLC College

