



## **DOMINIQUE MULA ENCABO**

94D Pablo U. Abella , Salvador Extension, Labangon, Cebu City

Contact No.: 09291766868

E-mail: inki.1219@yahoo.com

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### **OBJECTIVE**

To obtain an appropriate position which will require me to utilize and impart my discernment and proficiency of being a Marketing Assistant and an employee.

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### **EDUCATIONAL BACKGROUND**

BSN – Bachelor of Science in Nursing (April, 2010)

University of Cebu – Banilad Campus Cebu City

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### **WORK EXPERIENCES**

- Internet Online : Online Reseller (2010 – 2011)  
Home base
  - Taking / Uploading pictures of items to be sold
  - Selling online (dress, shoes, accessories, contact lens, etc.)
  - Meeting up with clients
  
- Click In1 Online Study : Part-time ESL Instructor (2011)  
Room #34, Jose Martines Bldg, Jones Avenue, Cebu City
  - Preparing lesson plan for the students
  - Teaching the students basic English
  - Guide students with their proper pronunciation / diction, etc.
  
- Cebu Eversource Networks Inc. : Marketing Assistant (2011-present)  
7<sup>th</sup> Floor CFI Building, Capitol Compound, Cebu City

- Lead Generation
  - Check / respond to emails
  - Contact potential clients ( thru phone or email )
  - Send product requests
  - Social Media Marketing (FB, Twitter, Pinterest, Youtube, Lindekin, Etc.)
    - Maintaining / Monitoring social media accounts
    - Posting and updating the contents of each account
    - Set a schedule for the article postings ( Tweetdeck /Hootsuit /BufferApp )
    - Reply and communicate with the people on each social media account
  - Daily, Weekly and Monthly Reports
    - Task log
    - Dashboard
      - CircleCount.com
      - Alexa Ranking
      - Google Analytics
      - Social Media Status
      - Traffic Sites
      - Top Facebook Post ( Virality )
      - Top Google Post ( # +1's reshares )
      - Top Twitter Post ( Retweets and Clicks )
- Arcanys Inc. : SEO Specialist - Search Engine Optimization (2012- present)
- Link Building
  - Lead Generation
  - Research for new SEO strategies
  - Page Designing ( coordinate with the IT Team )
  - Daily, Weekly and Monthly Reports
    - Task log
    - Dashboard
      - Itunes: Payment and Financial Reports
      - MopApp: Graph for Monthly Sales
      - Google Play ( Andriod ) : Financial Statement

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## QUALIFICATIONS AND SKILLS

- Proficient in written and oral English
- A hardworking, adaptable and ambitious individual
- Willing to be trained and motivated to learn for career expansion
- Detail oriented with a desire to achieve objectives
- Can work independently and less supervision

- Have a high sense of responsibility, enthusiastic
- Knowledgeable in Microsoft Office / Open Office (word, excel, power point)

#### **Others**

- Article Writing / Freelance Writing
  - Photography / Photo Editing
  - Dance Instructor
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#### **CHARACTER REFERENCES**

##### **Ma.Xylon Gellanggao**

- Product Owner
- Tieto Global Oy
- 8<sup>th</sup> Floor Cebu IT Tower
- Cebu Business Park, Cebu City
- 09224565877

##### **Kathleen Cinco**

- HR – Human Resources
- Cebu Ever and Source Networks, Inc.
- 7F CFI Bldg., Capitol Compound, Cebu City
- Contact #: 09327531774

##### **Kristen-Ann Yu**

- SEO Specialist
- Arcanys, Inc.
- 7F CFI Bldg., Capitol Compound, Cebu City
- Contact #: 09228893091