

CRIS DANIELLE ILAGAN

cdanielle.ilagan@gmail.com | P: 052 847 2793 | linkedin.com/in/crisdanielle

SUMMARY

As a Digital Strategist, I have efficiently handled day-to-day social media activities for numerous clients, planned and optimized social media calendars, and executed successful marketing campaigns that consistently meet clients' goals. Beyond my expertise in social media, I am well-versed in graphic design, photography, and writing, enabling me to create captivating content that truly resonates with today's generation.

WORK EXPERIENCE

CUP & CODE UAE - Social Media Manager

Sept. 2022 – Jul. 2023

- Strategically increased the company's presence on existing social media platforms resulting in a 25% boost in engagement and 17% increase in website traffic.
- Regularly analyzed and reported on Social Media performance, identifying opportunities for optimization that led to a 15% decrease in cost per acquisition (CPA) and a 5% increase in return of investment (ROI).

DRY MARKETING AGENCY UAE - Social Media Intern

Jul. – Sept. 2022

- Created and implemented a social media content calendar, improving consistency and streamlining content creation processes across channels. This resulted in improved insights and a more cohesive brand presence.
- Leveraged social media analytics to identify and facilitate data-driven strategies, resulting in a 15% increase in engagement, a 20% growth in audience reach, and improved campaign performance across various platforms.

CERTIFICATIONS/PROFESSIONAL TRAININGS

Social Media Management Certificate, HubSpot Academy

2023

Fundamentals to Digital Marketing, Astrolabs UAE

2022

IAB Digital Marketing Certificate, Google

2022

EDUCATION

Bachelor of Science in Medical Technology, Notre Dame University, Philippines

2020

VOLUNTEER EXPERIENCE

JAMEEL ARTS CENTRE – Dubai, UAE

2022

- Implemented a comprehensive outreach strategy as a dedicated ambassador for Art Jameel, resulting in a 40% increase in public awareness and engagement with the organization's mission and initiatives.
- Led a team of 5 staff members to plan and execute 10 engaging workshops and activities, resulting in a 30% increase in participant attendance and significantly contributing to the organization's success in promoting art and culture.

SKILLS

Technical Skills: Design, Content Management, Digital Strategy, Copywriting

Interests: Photography, Live Entertainment, Sports