

# BENNY LAYOSA

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## DIGITAL & CONTENT MARKETING SPECIALIST

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*9+ years of clients' success in amplifying online presence, building brand, driving audience engagement, boosting lead generation, increasing customer conversion, and developing brand loyalty achieved through:*

- Researching and evaluating target market demographic & psychographic data;
- Creating buyer personas;
- Developing website content & managing its regular updates;
- Writing SEO-optimized blog posts;
- Developing useful, relevant, and engaging social media contents (texts, images, gifs, videos);
- Taking ownership of inbound marketing efforts;
- Publishing both free and gated contents appropriate to the buyer's persona and different stages of the buyer's journey;
- Creating social media strategies with SMART objectives and detailed campaigns in support of marketing and business goals;
- Managing social media campaigns to attract, engage, and convert the target audience;
- Crafting and implementing social media promotions like contests;
- Setting up audience targeting parameters based on demographics, psychographics, and past audience interactions;
- Implementing social listening and monitoring initiatives to gather brand feedback;
- Launching email campaigns appropriate to the stages of the buyer's journey with proper list segmentation and A/B testing;
- Creating Google AdWords campaigns in support of content marketing initiatives based on research-backed keywords;
- Creating appropriate landing pages with compelling calls-to-action to maximize conversion;
- Monitoring, analyzing, and gaining insights from campaign data to optimize resources, maximize ROI, and continuously improve marketing performance.

## CORE SKILLS & COMPETENCIES

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|--------------------------|------------------------------------|
| • Inbound marketing      | • Content marketing                |
| • Social media marketing | • Email marketing                  |
| • Facebook marketing     | • Marketing strategies & campaigns |

## WORK EXPERIENCE

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GENTLE WISDOM MANAGEMENT CONSULTANCY

July 2008 – June 2019

*Content & Digital Marketing Specialist, Chief Marketing Officer, & Managing Consultant*

- Oversaw the selection and acquisition of consultancy and marketing projects handled by GWMC resulting in the domestic and international expansion of client base in North America, Europe, Middle East, Southeast Asia, and Oceania;
- Crafted digital marketing strategies and implemented multi-channel digital marketing campaigns delivering exceptional marketing and sales results for clients in the B2B and B2C sectors;
- Developed digital assets such as website content, blogs, e-book, social media posts, emails/newsletters, and online ads resulting in a higher level of trust and authority for the company and its clients;

- Helped client companies worldwide to achieve higher levels of efficiency and productivity through systems and processes improvement, project management, marketing & sales planning and execution, management & staff coaching/training, and strategic/business planning.
- Overall results: More revenue, better profitability, higher levels of productivity & efficiency, and more capable management and marketing/sales teams for various consultancy clients.

GOLDEN COLLECTION MARKETING CORP./B.O.S.S./

FULHOUSE FURNITURE (3 furniture companies in concurrent capacity) November 2006 – July 2008

*Vice President/Chief Marketing Officer*

- Importation and nationwide distribution of household and institutional furniture/modular systems eventually establishing the company's market leadership;
- International product sourcing, factory visits in various Southeast Asian countries, and quality standard specifications resulting in the widest range of product mix (more than 1,000 SKUs) and higher standard for products in the local furniture industry leading to an enviable company reputation as the best source of high-quality household furniture and office furniture/systems;
- Set up and maintained a network of about 400 high-end retailers and close to 1,000 corporate and government accounts delivering consistent growth of about 10% annually in revenue and profit;
- Customer relationship management that helped in client acquisition and retention;
- Marketing and sales management that boosted market share and sales;
- Sales staff training that produced a professional and hard-hitting sales team of 20 people;
- Overall results: Largest market share in the local furniture B2C and B2B markets, high brand visibility and corporate reputation, and highly productive sales team.

## SKILLS

### Soft Skills

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|--|-------------------------------------|
| • Out-of-the-box thinking  | • Ability to hit the ground running |
| • Leadership & people management                                   | • Flexibility                       |
| • Analytical thinking, thorough planning, & dynamic implementation |                                     |

### Hard/Technical Skills

- Website development: WordPress, Wix
- Social media: Facebook, Twitter, Instagram, Pinterest, LinkedIn
- Online visuals creation: Canva, Pixabay, Pexels
- Video creation: PowToon, Biteable
- Email marketing: MailChimp, HubSpot
- Social media management: Hootsuite
- CRM: HubSpot, Salesforce
- Social media advertising: Facebook Marketing
- Search engine marketing: Google Ads
- Inbound marketing: HubSpot
- E-commerce/Dropshipping: Alibaba/Oberlo

## TRAINING & CERTIFICATIONS (recent)

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|-----------------------------------|------------------------------|
| • HubSpot: Inbound Marketing      | • HubSpot: Content Marketing |
| • HubSpot: Social Media Marketing | • HubSpot: Email Marketing   |
| • Facebook Marketing              | • Google AdWords             |

## EDUCATION

Marketing, scholar - Polytechnic University of the Philippines - Manila