



Elivir Ayesa Parreño

Marketing Manager

Seasoned and well-rounded marketer with 7 years of experience and a knack for content strategy), branding and identity, lead generation for leading B2B companies in technology, SaaS, energy and oil, construction and certification body.

Experience

Digital Marketing

AMCO Solutions, Inc. | Makati City

August 2021 - Present

Digital Marketing

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Work with internal marketing teams and external suppliers to drive successful execution of the campaigns
- Create and monitor email marketing campaigns
- Monitor activity, answer questions, create content, analyze trends, and resolve issues on social media channels.
- Measure and report on web traffic and source analytics against goals.
- Work on pre-designated content, as well as create original content for social media, website, email and events
- Decide on appropriate placement of ads (PPC, social media ads)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Manage digital portfolio (e.g., Brochures, social media banners, whitepapers)
- Other duties as assigned by the management team
- Generate and manage marketing qualified leads

Public Relations & Events

- Collaborate with internal teams and external partners for ideation, planning and execution of events and campaigns
- Foster strategic alliance with clients and partners
- Creating and managing campaigns designed to build brand awareness and generate marketing qualified leads, then convert them into sales qualified leads
- Developing strategies to increase retention through upselling, cross-selling, and creating relationship plans

Contact

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Barangay Bagong Ilog, Pasig City

Education

2015

AB Mass Communication

Bulacan State University

Key Skills

- Marketing Analytics
- Strategic marketing
- Social media management
- Email marketing
- Search Engine Marketing
- Team leadership
- Writing & editing
- Design & branding

Marketing tools

- Google Analytics
- Google Ads
- Hubspot
- Pardot
- Sprout Social
- Episerver
- WordPress: Elementor
- Adobe Photoshop



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Experience

Marketing Head

BSI Group Philippines, Inc. | Pasig City

June 2021 - April 2022

Marketing and Communications

- Based on market insight, BSI marketing policies and approaches, and best practices, recommend appropriate marketing channels to ensure messaging reaches the intended audience in the most effective way.
- Develop, plan, execute and measure communications campaigns (newsletters, email shots, search engine marketing, web content, brochure collateral, direct mail, social media, events & seminars, posters) to meet the plans determined by our client propositions managers and to align with the BSI style guide.
- Maximize the usage of BSI's products and services content across various communication channels to ensure optimum reach and ROI.
- Create, promote and deliver events including exhibitions, conferences & seminars and represent BSI's at key industry events, client events and meetings, and sales visits to promote the BSI group to potential clients.
- Evaluate, measure, and analyze campaigns to assess their effectiveness using appropriate tools and record lessons learned.
- Manage and work with approved agencies/suppliers to deliver high-quality campaigns.
- Arrange for the effective distribution of marketing materials internally and externally to maximize the impact of campaigns.
- Conduct list research, list sourcing, and list building to increase the impact of marketing campaigns

Digital Marketing

- Manage CRM tools to generate and manage leads, campaigns and website content
- Define, create, edit and manage optimized content across all relevant BSI websites (including building microsites, email marketing, search engine optimization, banner advertising, and other online marketing techniques) to promote BSI's range of products and services, meeting revenue and margin targets.
- Plan and execute marketing campaigns for products and services using online marketing techniques to achieve revenue and lead generation targets for specific products and services online.
- Consider submissions to search engines and use metatags and relevant SEO elements to allow easy search engine access such as heading tags; special text, inline text links, and keyword density.
- Examine ways of structuring the site for SEO and content with the designer and usability expert to test new concepts.
- Monitor all SEO and content optimization activities including monitoring links, ranking, and changes in the search engine environment.
- Liaise with other parts of the marketing organization to ensure cross-promotion and full portfolio exposure where relevant.
- Manage, devise and maintain Google Ads and generate and interpret report thru Google Analytics
- Coordinate live-streaming events and webinars with stakeholders and partners

Public Relations

- Develop road map & strategically plan & implementation of corporate affairs activities like PR/Liaison & Media relations etc.
- To identify opportunities to enhance the image of the company by associating with certain events.
- Monitor press release, write-ups and media pick ups online and offline

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Language

- English
- Tagalog

Experience

Associate Brand Marketing and Communications Manager

Ducen Infotek, Inc. | Pasig City

March 2020 - March 2021

Brand Marketing

- Develop social media strategy that builds brand credibility and improve web traffic quality.
- Manage CRM tools for branding and communications
- Create and maintain social media calendar, including writing social media posts across various platforms (Facebook, Twitter, LinkedIn, YouTube, Quora etc).
- Build engagement on social media and 3rd party as well as interact with influencers to build brand.
- Manage brand reputation across social media and company review sites.
- Support to build and run social media ads, sponsorship and lead generation activities and contributes creatively to developing and testing new ideas for social outreach. • Analyzing the success of marketing campaigns that have been established and developed.
- Work with the marketing team to deliver the correct company brand messaging across all marketing activities (website, social media, SEO link building, content generation, sales enablement).
- Provide direction to the graphics team on the creation of images to support social content.
- Organize and manage the process from audience acquisition to post webinar follow-up and provide support for marketing events and exhibitions as required.
- Assist with the collation of information for RFPs, and promotional content.
- Assists with project management for new product development process from concept to launch
- Leads in executing product launches and promotions
- Works with Product team and project management to develop product decks to ensure successful launches and when needed, in support of category reviews

Communications

- Support internal communications – newsletters and employee engagements.
- Write internal marketing content and establish brand voice internally
- Support sales and marketing team with ad hoc projects as requested.

Group Marketing and Communications Officer

Prime Metro BMD Corporation | Pasay City

February 2017 - March 2020

- Updates company's bulletin with upcoming events such as birthdays, holidays and employee relations activities
- Conceptualizes company events such as year-end parties, press conferences, project launching, etc. for the group of companies
- Sends out announcements and information through out the organization
- Manages and updates content, look and feel of the group companies' websites and social media accounts (LinkedIn, Facebook and Twitter)
- Develops and manages the company's internal and external communications system to distribute company news, announcements and critical information
- Creates appealing designs for posters, announcements brochures, banners, corporate items, and marketing collateral.

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Experience

- Assist the Head of Marketing, Communications and Corporate Social Responsibility in planning, organizing and execution of CSR initiatives
- Coordination and logistics of pre-event, event and post event
- Preparation of post mortem campaign and events reports

Marketing Officer

Executive Networks Media, Pte. Ltd. | Makati City

February 2015 - January 2017

- Contribute in the implementation of marketing strategies
- Support the Country Manager in overseeing the department's operations
- Organize and attend marketing activities or events to raise brand awareness
- Plan advertising and promotional campaigns for products or services on a variety of media (social, print etc.)
- Liaise with stakeholders and vendors to promote success of activities and enhance the company's presence
- See all ventures through to completion and evaluate their success using various metrics
- Prepare content for the publication of marketing material and oversee distribution
- Conduct market research to identify opportunities for promotion and growth
- Responsible for lead generation activities thru cold-calling, updating the data base and market research using CRM tools (Salesforce)
- Implements team campaigns as instructed by the Country Manager by conducting b2b marketing, cold-calling to obtain leads
- Sends out e-invites and securing top-level VIP delegate seats for series of summits, conferences, executive, dialogues, roundtable discussion across multiple cities in Asia Pacific.

Reference

- **Siew Yin Koh**
ASEAN Marketing Director, BSI Group
- **Ava Taniajura**
Managing Director, BSI Group Philippines, Inc.
- **Adrian Reodique**
Senior Communications Advisor, Aurecon
- **Salma Asiz**
Senior Marketing Manager, Ducen Infotek, Inc.
- **Sam Yamzon**
Country Manager, Executive Networks Media

Contact details available upon request.