

ELIVIR AYESA PARREÑO-SOLIDO

INTEGRATED MARKETING



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About 'Eli'



Eli is a seasoned and well-rounded marketer with a knack for content strategy (with a hint of humor), branding and identity, lead generation for leading companies in technology, SaaS, energy and oil, construction and CB.

She loves working with brands and helping them share their message across the audience through integrated multichannel marketing.

Eli worked for B2B companies in the energy & oil, construction, SaaS, Information Technology, National Standards Body. She also worked with brands in cleaning services, beauty and health and sports.

Eli is passionate about all of the work she does and holds the skills of being creative, analytical, organized, responsible, collaborative and result-driven.

[VIEW RESUME HERE](#)

Marketing Skills

- Digital Marketing
- Leadership
- Communication
- Marketing Strategy
- Project Management
- Branding / Brand Activation
- Data Analytics



Marketing Channels

Social Media

- LinkedIn
- Facebook
- Twitter
- Quora
- Glassdoor
- Sprout Social
- Hootsuite

Website

- Wix
- GoDaddy
- Episerver
- Word Press

Creatives

- Adobe Photoshop
- Adobe Acrobat Pro DC
- Canva
- Elementor (Website)

Marketing Automation/ CRM

- Pardot
- Hubspot
- Salesforce

Pay-per-click

- Google Ads
- LinkedIn Ads
- Facebook Ads

Analytics

- Google Analytics

Working Knowledge

- SEM Rush
- SEO



Brands

Eli is skilled and has worked with several brands from different industries



Social Media

SKILLS

- Social media planning
- Content calendar
- Social media strategy
- Social media ads (LinkedIn and Facebook Ads Manager)

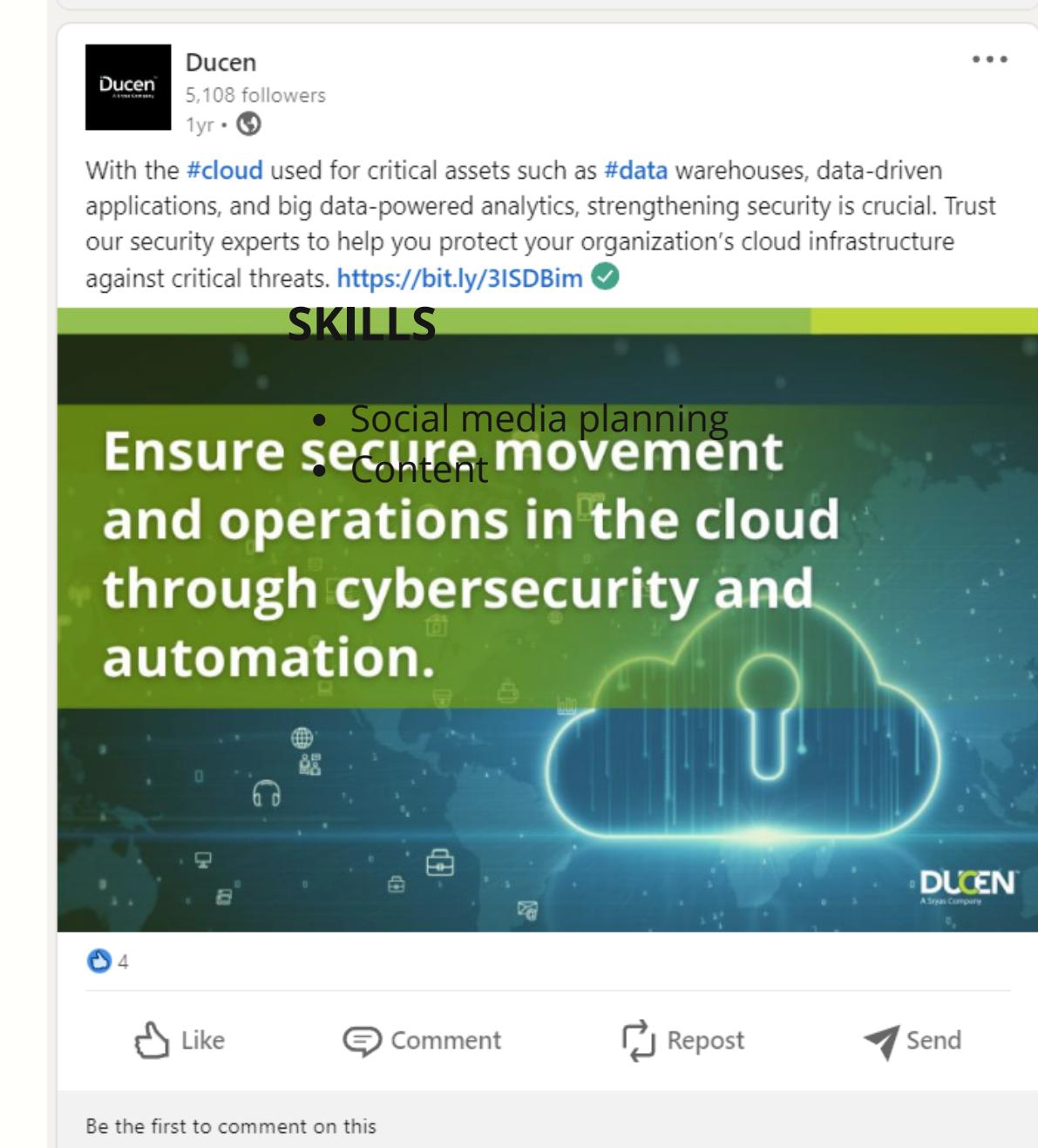
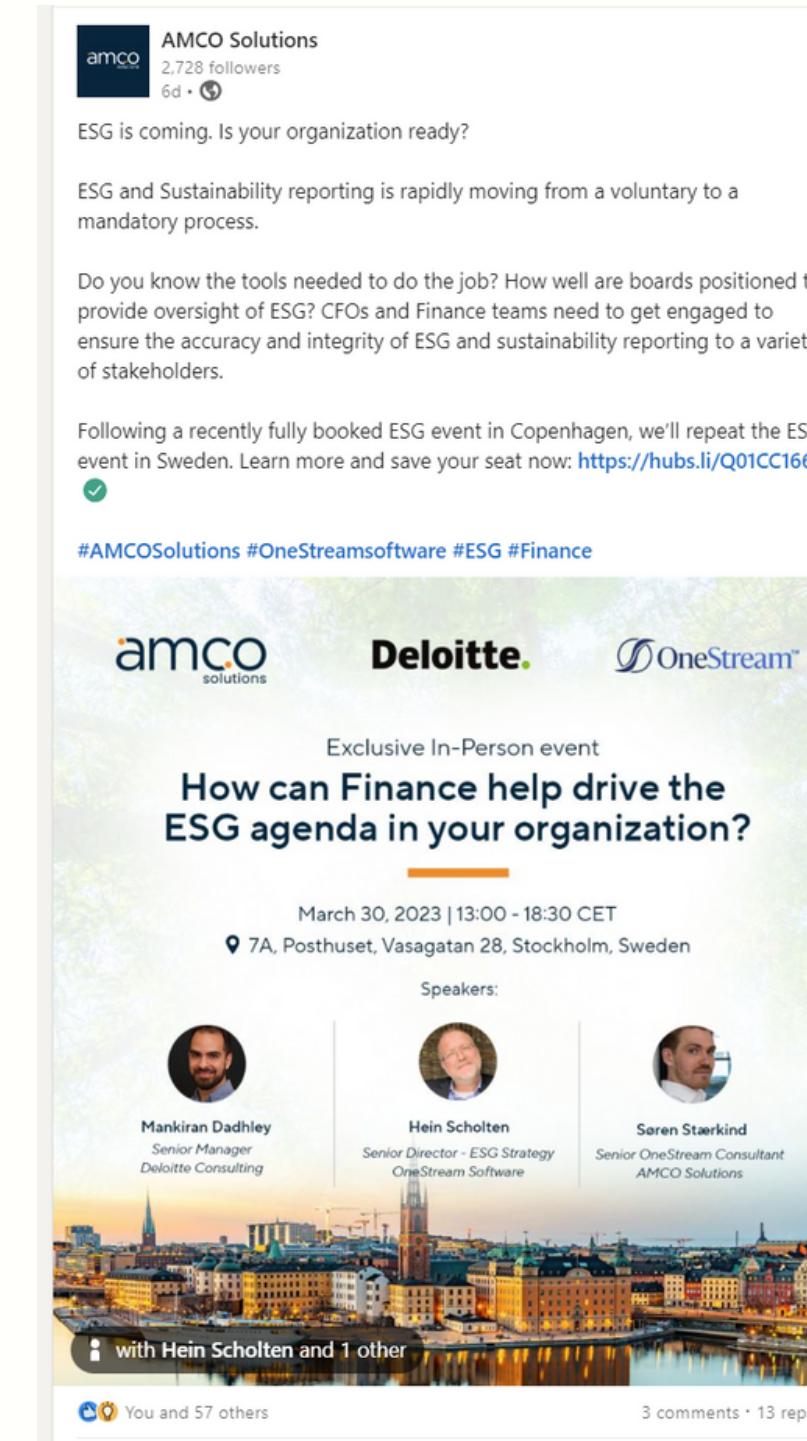
TOOLS

- Sprout Social
- Hootsuite
- LinkedIn Life
- Facebook Ads Manager



Social Content

Eli is skilled and has broad experience within curating content calendars for social media.



Website

SKILLS

- Content calendar
- Website strategy
- Integration with marketing automation

TOOLS

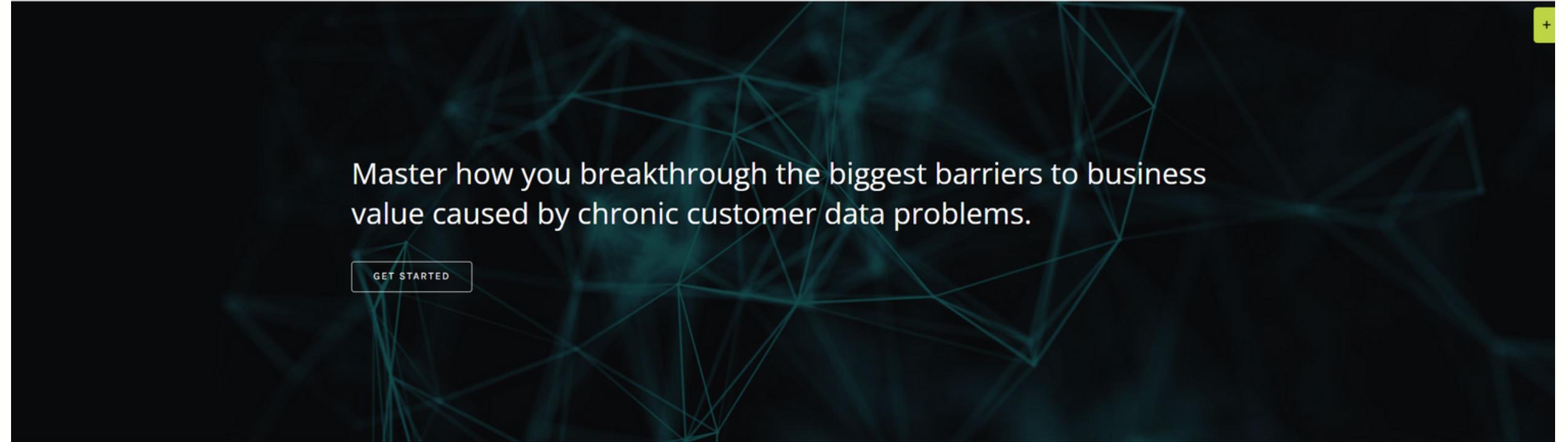
- Wix
- WordPress
- Elementor
- Episerver



Website

Eli is skilled and has broad experience within curating and managing of content for website.

She also works with and oversee creatives team to make sure the design and branding is aligned with the business.



bsi. Standards Services Sectors Topics About

Inspiring trust for a more resilient world

Supply Chain Risk Insights 2023 Report: BSI analysts share the latest global intelligence report →

How BSI can help

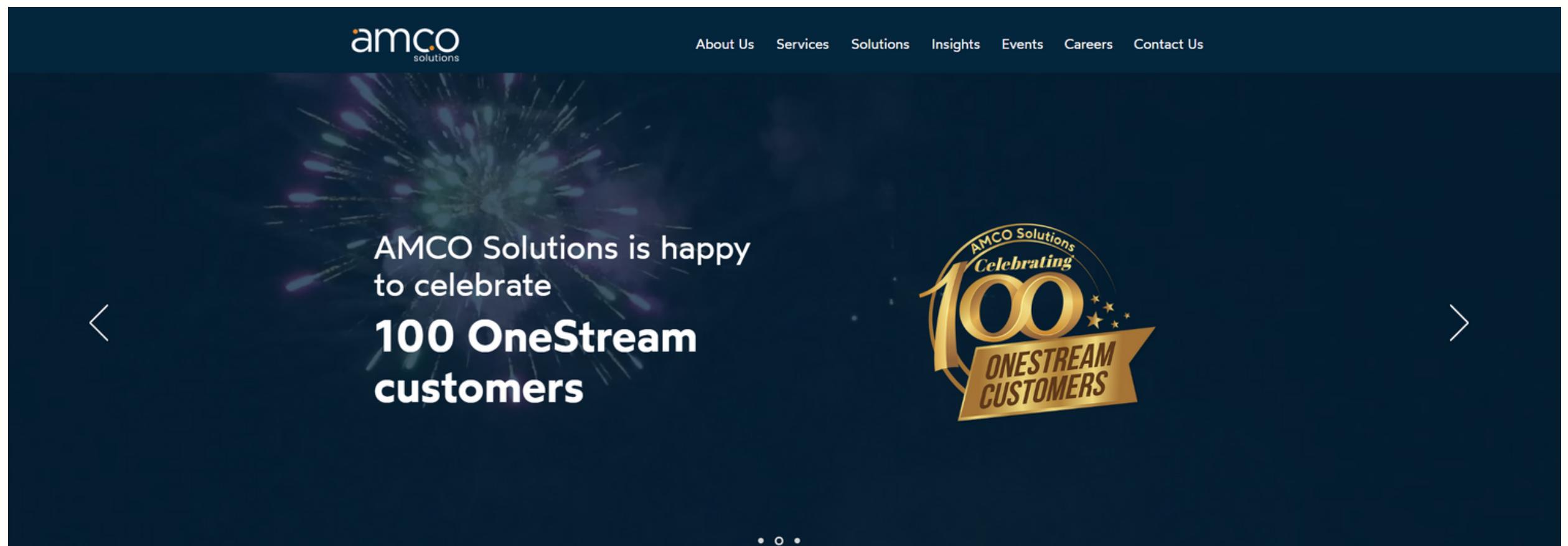
BSI is your business improvement partner. We have shaped best practice for over 100 years, helping organizations around the world embed excellence, build competence and capability for sustainable growth.

[Embed sustainability →](#)
[Deliver digital trust →](#)
[Improve organizational resilience →](#)
[Accelerate innovation →](#)

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Events and Campaigns

Eli has planned and executed events and campaigns to help companies launch their products and grow their online presence.



Events

Onsite and online events aligned with the brand's strategy. These events and campaigns are presented through integrated marketing channels

Event types:

- Webinars
- Contract Signing
- Seminars
- Roundtables

Watch the webinars here.



SpROUTE to fitness 2022

VIRTUAL RACE

Registration is Extended until June 3, 2022!

Race Period: June 6 - July 6, 2022

PHP 350
Join the race and get E-Certificate and E-Bib

PHP 700
Join the race and choose one Shirt or Medal with E-Certificate and E-Bib

PHP 900
Join the race and get one Shirt, one Medal, E-Bib and E-Certificate

Register Today!



bsi.

Live Webinar

Lean Six Sigma: Cutting edge approach towards business performance improvement in the food sector

Tuesday, 26 April 2022
2:00 – 3:00pm PHT/MYT/SGT
1:00 – 2:00pm BKK/JKT/VN



678th PMAP General Membership Meeting

In partnership with Compensation Management Society of the Philippines

23 August 2022 | 1:00 PM to 3:30 PM

✓ Panel Discussion: Designing a Hybrid Employee Rewards Strategy

✓ MSME STORIES IN 360°

Join the PMAP and MAP Joint GMM Hybrid Event on September 8.

Registration
Kevin Jacinto
0917 273 1912
kevin.jacinto@pmap.org.ph

Sponsorship
Carol Alcances
0917 580 0038
carol.alcances@pmap.org.ph

Rates:
Member: PHP300.00
Non-member: PHP450.00

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REGISTER FOR FREE

Live webinar

Prioritizing people: Improving psychological health and well-being within for the modern-day heroes

Thursday, 19 August 2021
4:00 - 5:00 PM PHT

Save your seats! ⏪

Editorial

Eli has written several newsletter, press release and news for brands in energy and oil, construction

Note: Please see write ups from May 2019 to March 2020 only

See write up on the following below:

- **Prime Infra**
- **Prime Metro BMD Corporation**



Let's get in touch



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Pasig City, Philippines





THANK YOU