



PRESELYN PIEDAD

Lead Digital Marketing Specialist | Digital Marketing Specialist | Project Manager | Affiliate Marketer

☎ 09611423328

✉ presythepie@gmail.com

ABOUT ME

a digital marketing and PR specialist with a passion for building meaningful connections online. With experience in link building, affiliate marketing, and influencer outreach, I help brands expand their reach and strengthen their digital presence. Whether it's securing high-quality backlinks, managing strategic partnerships, or crafting content-driven campaigns, I thrive on creating results-driven strategies. Skilled in tools like Pitchbox and Ahrefs, I combine data and creativity to drive engagement and long-term growth.

EDUCATION

Abellana National Schoool

2011 - 2014

University of Cebu

Bachelor of Science in Office Administration

2015 - 2019

EXPERIENCE

180 Marketing

Lead Digital Marketing Specialist

As a Team Lead in Digital Marketing, I ensure the smooth execution of link-building campaigns, manage team performance, and drive strategic growth

Digital Marketing Specialist | Project Manager

As a Digital Marketing Specialist, I implement creative and effective strategies to improve a website's search engine ranking through the acquisition of high-quality backlinks

International Drivers
Association

Affiliate Outreach Specialist | Influencer Marketing

As an Affiliate Outreach Specialist, I help build strong partnerships with travel influencers and content creators to expand brand reach and drive engagement

- Finding & Connecting with Influencers
- Negotiating & Building Partnerships
- Managing & Optimizing Campaigns

SKILLS

- Digital Marketing
- Team Leadership
- Performance Management
- Link Building
- Coaching/ Mentoring
- Affiliate Marketing
- Email Marketing
- Google Workspace

REFERENCES

Kristine Bigcas

Digital Marketing Manager
Phone +639062729550
Email: mktine@gmail.com

Crissa Mae Valenzona

Lead Digital Marketing Specialist
Phone +639323713125
Email: crissamaevalenzona@gmail.com