



MALACA, SAMANTHA CLAIRE M.

#0927 567 5137

samanthamalaca@gmail.com

BIRTHDATE: August 20, 1997

Address: 166-R Goldrock St.
Brgy. San Roque, Navotas City

TECHNICAL SKILLS:

- Social Media Advertising (specializing in META Ads)
- META Ads Manager Analytics
- META Business Manager mastery
- META Pixel mastery
- Content Writer (Feature, Fiction, Poetry, Editorial, etc.)
- Copywriting
- Administrative tasks
- Photographer
- Knowledge in Adobe Photoshop and Premier
- Basic Instructional Design (Canva)
- Basic Video Editing
- Researcher
- Knowledge in MS Office, Google Workspace
- Knowledge in Notion, Slack and other Project Management tools

WRITING AND DESIGN PORTFOLIO:

Starting Point Solutions

OBJECTIVES:

- To gain experience working in different fields and become part of a dynamic organization to harness my skills.
- To utilize my potential into becoming an effective team player and business partner.

WORK EXPERIENCES:

SearchEye

Link Builder
Publisher Account Manager
April 2023 - April 2024

- *Working on end-to-end process of link-building strategies for domains of various niches*
- *Auditing, maintaining, and updating existing databases and report tracking sheets.*
- *Devising innovative link acquisition strategies that transcend conventional methods, providing our clients with unique and impactful solutions.*
- *Conducting prospecting and outreach activities,*

TDCX Philippines

Training Officer - Social Media Campaign
April 2021 - April 2023

- *Training new applicants in product specific processes and workflow*
- *Closely monitoring their progress in nesting phase until endorsement to production*
- *Keeping track of their tools access, communicating with necessary teams to ensure seamless onboarding experience for employees*
- *Participating in business reviews to ensure training initiatives bring value to project statistics*
- *Creating training materials using articulate 360 and/or canva for infographics*
- *Coaching employees regarding performance*

Subject Matter Expert - Social Media Campaign
September 2020 - April 2021

Client Service Associate - Social Media Campaign
January 2020 - September 2020

WORK EXPERIENCES:

LIZARBEAR TASKING, INC.

Level 3 Customer Support
Representative – *Blended:*

PHONES AND EMAIL

- Tier 1 General Customer Service
- Tier 2 Billing and Emergency
- Tier 3 Cancellations – Inbound and Outbound Sales

July 2017 – January 2020

MAGIC 89.9 FM

Writer Intern Media Team
May – June 2017

CHARACTER REFERENCES:

VIENNA ADRIANO

Marketing Associate
The Wedding Vow
vienna.twv@gmail.com
#09755573835

NIKKA KIM BROQUEZA

Team Leader
LOCAD PH
09178832573
yonikabroqueza@gmail.com

EDUCATIONAL BACKGROUND:

2013-2018

Lyceum of the Philippines University - Manila
AB Mass Communication
Major in Broadcast Communication

Consistent Dean's Lister – 3 consecutive years, 6 semesters
President JPL Scholarship grantee – 3 years, 6 semesters

2009-2013

Academia de San Nicolas - Malabon City
Graduate with Honors – Salutatorian
Academic Scholarship grantee

2003-2009

Wawa Elementary School - Navotas City
Graduate with Honors – Valedictorian
Editor-in-Chief, School Newspaper

QUALIFICATIONS:

- Experience in running Facebook Ads to support brand growth
- Mastery in Facebook Ads Analytics
- Mastery in Facebook Pixel, Signals Analytics
- Experience in General Customer Support for Car Sharing Service – Calls and Email
- Experience in Billing and Emergency Concerns for Car-Sharing Service – Calls and Email
- Inbound and Outbound Sales rep for cancellations, pioneer LOB
- Writer Intern at Magic 89.9 FM Radio Station
- Magic 899 Media Team, MEGA Millennial Ball June 2017
- 2nd Overall Best Transmedia Ad Campaign
 - ADVL35A TRANSMEDIA ADVERTISING STUDENT AWARDS 2017
 - Director of LAMBAT, a documentary, LPU-MNL CAS Media Awards 2016 finalist