



*Danielle Chiefe*

## CONTACT

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📍 Rizal, Philippines

## SKILLS

- Strategic brand and influencer management.
- Expert in coordinating market approaches to make the brand stand out.
- Expert in sourcing influencers/content creators who align with the brands content or niche.
- Attention to detail for precise analysis of data.
- Strong time management skills and ability to meet deadlines
- Creative and has a good problem solving skills

# DANIELLE CHIEFE

## Influencer Marketing Specialist

An influencer marketing expert with outstanding project management skills and strategic mindset in achieving campaign goals and deadlines. A resourceful person that has an impeccable verbal and communication skills, with over one year of experience in influencer marketing.

## WORK EXPERIENCE

### CHALKOLA

Influencer Lead

May 2022- Jan 2024

- Developed a content and social media strategy to increase rankings to Top 3. In the first 3 months we increased sales over 300%
- Fostered relationship with social media influencers to amplify content reach.
- Manage brands to all the elements of any other job resume but showcases the skills and experience unique to SEO specialists

### INBEAT AGENCY

Campaign Manager

May 2022- July 2023

- Managed the development of paid media, campaign flighting, budgets and all aspects of campaign development
- Tracked and reported metrics for all online and print lead generation
- Worked closely with Customer Insights, and Experience, Loyalty
- Marketing Marketing and Social Media, direct response emails.

### DIGITAL STARK

Team Leader & Project Manager

July 2021 - May 2022

- Team Leader and Project Manager in Malaysia and Philippines handling teams, and creating successful influencer marketing projects.
- Supervise the team responsible for promoting products and services and establishes goals and initiatives to find new markets.
- Expert in research influencers based on category, industry experts, competitors, target audience and users
- Report & track project performance in all our platforms according to the internal company's KPI

### FREELANCE INFLUENCER DISCOVERY

Influencer Marketing Specialist

July 2022-  
Nov 2022

- Source influencers/content creators who align with the brands content
- Connect to influencers with the rate and coordinate project details and deadlines. .

### ISLAND GETAWAY TRAVEL AND TOURS

Social Media Marketer

Nov 2017-  
Feb 2018

- Execute social media strategy through competitive research, platform determination, benchmarking, messaging.
- Creates and distribute engaging written content in the company's social media page.

## EDUCATION

OUR LADY OF FATIMA UNIVERSITY

2018-2022

Bachelor of Science in Psychology

HANBAT NATIONAL UNIVERSITY

2020-2021

Major in English and Literature