

DIANA MARIE PANGILINAN

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WORK EXPERIENCE

JX Commerce

Facebook Media Buyer/Ads Launcher

December 2025 to Present

- Planned, launched, and managed Facebook advertising campaigns aligned with business and revenue objectives.
- Monitored and optimized campaigns daily by analyzing key performance metrics including CPC, CTR, CPM, ROAS, and ad spend.
- Conducted audience targeting, creative testing, and budget optimization to improve overall campaign performance.
- Worked closely with creative and strategy teams to refine ads, messaging, and targeting for higher engagement and conversions.

AUREAS MEDIA

Facebook Ads Assistant/Assistant Brand Manager (ABM)

October 2024 to November 2025

- Spearheaded the launch of Facebook ad campaigns, ensuring precise targeting and alignment with brand goals.
- Monitored and optimized campaigns daily, tracking CPC, CTR, CRM, and ad spend to maximize ROI.
- Delivered accurate, actionable performance reports that guided strategic decisions.
- Collaborated with cross-functional teams to continuously improve campaign effectiveness and audience engagement.

VICTORIOUS MH MARKETING

Sales Admin/Social Media Manager

June 2023 to October 2024

- Provide clerical and organizational support to a sales team. As a sales administrator, you track orders, process paperwork, maintain the customer database, and ensure products or services are delivered on-time.
- Setting up Facebook Ad Campaigns: Choosing the right Campaign Objective and selecting appropriate formats, placements, and targeting options within the Facebook Ads Manager.
- Daily Monitoring of Ad Performance: Regularly checking and assessing the results of our advertising campaigns on a day-to-day basis.
- Creating Ad Copies: Writing Ad Copies for facebook ads that highlight the electric bike programs
- Reporting: Create reports such as weekly and monthly reports for our Clients.
- General/Administrative tasks: Inputting and updating information in databases and spreadsheets, sending facebook ad receipts to Clients, and handling Support email of the company.
- formats, placements, and targeting options within the Facebook Ads Manager.

ALLSTAR TECH INTERNET INSTALLATION SERVICES

Admin Supervisor

April 2022 – May 2023

- Responsible in giving initial repair and install ticket to our team. And handling concern of team such as clients contact number, etc.
- Reporting of daily activities done by technicians and back office. Encode details of the completed tickets

SECURITY AMERICAN TITLE

Data Analyst/Team Leader

March 2020 to March 2022

- Analyzing property tax data, performing financial analysis, compiling sales information, performing sales comparisons, and evaluating real estate

CONCENTRIX

Customer Service Representative

April 2018-June 2020

- Using other communication channels like emails, chats, or social media to provide customer support.

SKILLS

- Facebook ads, social media manager, copy writing, shopify, Microsoft office, canva, digital content creation, data analyst, data entry, admin task