



AUBREY LACUNA

DIGITAL MARKETING MANAGER | CONTENT WRITER

PERSONAL INFO

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📍 Bohol, Philippines

EDUCATION

- 2015
Bachelor of Arts in English Language
St. Michael's College, Iligan City

AWARDS

- 2015
Special Award on Journalism
- 2012
Short File: Best Directory

SKILLS

Digital Marketing

Lead generation 100%

SEO Online Tools 100%

Word Tools 100%

Email Marketing 100%

Marketing Strategies 100%

Content Writing 100%

Team Lead 100%

WORK EXPERIENCES

- 2018 - 2019
AYIMA CO.
Link Builder, Email Specialist
 - Gather 200 leads per day
 - Send out emails per day
 - Coordinate with content team for article requests
 - Maintain email correspondence with prospected webmasters
- 2017 - 2018
LIQUID OUTREACH
Link Builder, Email Specialist
 - Manage and gather leads for various clients
 - Use SEO and online tools for data analysis on websites
 - Analyze websites if they passed SEO metrics
 - Report and communicate directly with digital marketing head for weekly reports, approval of websites, and other concerns
 - Coordinate with marketing head for article requests
 - Check articles if links are included and if relevant to the website
 - Secure records for website payments; records will show if websites are paid or not
- 2016 - 2017
180 Ltd.
Digital Marketing Manager
 - Spearhead planning of digital marketing strategies for clients
 - Spearhead lead generation for each client website
 - Generate leads for potential website prospects with complete details
 - Analyze websites and check if they passed SEO metrics
 - Coordinate with content team for articles requests
 - Hit expected links per month for clients
 - Create monthly reports for links and other concerns
 - Coordinate with Supervisor for any work and client-related subjects

FREELANCE AND/OR CONTRACTUAL PROJECTS

- **INFINITY WRITERS**
Team Leader
 - Lead a group of writers for content writing
 - Train group of writers for improvements on writing SEO articles
 - Hire applicants; see if they pass assessment and interview stage
 - Spearhead the team management, hiring, and maintain company policy
 - Coordinate with HR for hiring process and team management
 - Coordinate with Supervisor for any other company issues
- **LIT Ventures LLC**
Digital Marketing Manager
 - Spearhead planning of digital marketing strategies for clients
 - Plan relevant and easy marketing strategies for each client
 - Generate leads that pass SEO metrics
 - Coordinate with Supervisor for content requests and other concerns

SKILLS

Others:

Flexibility	100%
Creativity	100%
Leadership	100%
Research and writing	100%

FREELANCE AND/OR CONTRACTUAL PROJECTS

● CHARLES DIGITAL

Ghost Writer

- Manage topics and articles for posting
- Write EBOOKS and blog posts for WordPress publishing
- Compose email templates for newsletter emails
- Communicate with employer for reports, assessment, and content approval

● REAL ESTATE, FOREVER PRODUCTS

Ghost Writer

- Write 3,000 words worth of articles for real estate brochures and website posting
- Write product description for employer
- Communicate with employer for reports and content submission

● REGINA'S FASHION

Ghost Writer

- Write blog posts about fashion
- Upload blog posts on employer's website
- Design fashion trends and other images for social media posts
- Publish images and blog posts on schedule
- Communicate with employer for content approval

● VSS COMPANY

Writer

- First company to apply for writing career
- Create 8-12 SEO content articles with 500 words
- Communicate with supervisor for topic requests
- Attend weekly meetings for article improvements and other concerns