

KAREN FAUSTINO

Digital Marketing, Social Media
Consultant, Marketing Manager,
Web & Graphics Design
karenfaustino.com



FULL NAME
KAREN SALVI FAUSTINO

ADDRESS
PEACE VILLAGE SAN LUIS,
ANTIPOLO CITY, PHILIPPINES

CONTACT
+639178333741
karen@karenfaustino.com

ABOUT ME

I have been working as a Social Media Manager/Consultant to agencies based in Houston, San Antonio, Texas and Washington DC, and in various countries such as UK, Australia and Philippines. I manage social media content, pages, profiles, and campaigns for all existing accounts and specializes in creative branding. I handle their social media accounts, updates, advertisement, apps, and others. Social Media has been one of the most consistent projects I have worked on for the past 6 years.

EXPERIENCE

Tech Diva Media

Telecommute, Freelance
Feb 2014 - Present
Social Media Manager

JOB DESCRIPTION:

I have been working as part-time Web Designer, and Social Media Marketing manager with Tech Diva Media . I am mostly in charge of social media contents and optimization of their platforms. I create content such as infographics, meme boxes, quotes, presentation, posters flyers, and videos.

Upwork

Telecommute, Freelance
Aug 2013 - Present
Digital Marketing Manager

SCOPE OF WORK:

Manages campaigns such as project management, animation, business / slide presentation, graphic design, virtual support and administrative / executive support. Digital marketing managements includes, social media post creation, facebook/instagram/linkedin advertising, community engagement, email marketing, e-commerce, wordpress design, lead conversions, seo, ppc, google adwords, marketing strategy, content blogging, youtube optimization, creative branding and more.

SKILLS

Social Media Marketing	● ● ● ● ●
Executive Support	● ● ● ● ●
Graphic Design	● ● ● ● ●
WordPress Design	● ● ● ● ●
Advertisement	● ● ● ● ●
Administrative Support	● ● ● ● ●
Presentation / Deck	● ● ● ● ●
Content Management	● ● ● ● ●
Digital Marketing	● ● ● ● ●
Automation	● ● ● ● ●

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Anytime Fitness

Full Time

July 2018 - December 2018
Marketing Manager

JOB DESCRIPTION:

Setup e-commerce website for your clubs and engage members through email marketing and promotions. Spearheaded pre-selling of Anytime Fitness Otis to generate leads and sales before the opening date of the club. Create marketing collateral including billboard, pull up banners, flyers, posters, gift certificates, tarpaulins, merchandise and other promotional materials. Collaborate with corporate accounts and nearby establishments to promote awareness of the Anytime Fitness community. Plan events and coordinate with club managers. Create and schedule contents for social media on 3 clubs, Antipolo, Otis and Imus. Run Facebook and Instagram advertisement to increase page and post likes. Answer online inquiries via social media, websites and email marketing platforms. Report sales, traffic, and insights of sites and social media performance of each clubs. Audit and monitor weekly performance and improve digital marketing strategy.

Helix International

Telecommute, Freelance

July 2017 - July 2018
Marketing Manager

JOB DESCRIPTION:

Work with creative department to create contents for social media and web development. Schedule contents and advertisements on both Facebook and LinkedIn. Plan yearlong event participation with the biggest ECM companies in the US. Build and improve the company profile presentaiton on the IBM, Microsoft and other corporate partnership. Launch the indiegogo / fund raising campaign. Propose marketing strategy for the launch of the new website. Create contents for newspapers and social media announcement and engagements. Create slideshows and business presentation for event participation and speaking engagements.

Social Media Marketing for Profit

Telecommute, Freelance

June 2016 - April 2018
Social Media Marketing
Manager

JOB DESCRIPTION:

Manage social media and wordpress sites, send email marketing promotions on leads for speaking and coaching events. Create videos and marketing collateral for business coaching and online sessions. Run advertisements. Look for email address and nearby establishments for prospects.

Net Pro Referral

Telecommute, Freelance

August 2016 - July 2017
Social Media Marketing
Manager

JOB DESCRIPTION:

Promote contents on social media and facebook groups, increase followings, likes, posts and engagement on social media platforms. Create daily videos and graphics for ads, promotions and postings for Facebook, LinkedIn and Instagram.

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EXPERIENCE

Viral Media Source

Telecommute, Freelance
Jan 2015 - October 2017
Social Media Director

Upfizz

Telecommute, Freelance
Jun 2016 - April 2017
Social Media, Content Manager

Remote Work Mate

Telecommute, Freelance
June 2016 - April 2017
Social Media Marketing Manager

Quantumlinx Pty Ltd

Telecommute, Freelance
Jun 2014 - Jun 2015
Executive Assistant

Transcom Worldwide Philippines

Pasig City, Philippines
Sep 2011 - Aug 2013
Customer Finance Adviser

St Lukes' Medical Center Global City

Global City, Taguig, Philippines
Aug 2013 - June 2011
Administrative Assistant

IQOR Philippines

Makati City, Philippines
Mar 2008 - Dec 2008
Credit Analyst

Global 9 Inc.

Telecommute, Freelance
Oct 2005 - Apr 2007
U.S Accounts Officer

SOFTWARES

Microsoft Office
Word Press
Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Acrobat
Hootsuite, Bufferapp
SimplyMeasured, AsEspresso
OnlyPult, Instamizer
Wondershare Filmora, Animoto,
Powtoon, After Effects
Mentions, SproutSocial,
Social Mention, Feedly, Moz,
TrackUR, Tailwind, Pinterest,
LeadPages, Instapage
Slideshare, Visually,
Google Analytics, Adwords
Google Keyword Planner,
WebMaster,
MailChimp, Aweber
CRM, Basecamp, Zoho, Kajabi
JIRA, Trello, SquareSpace,
Producteev Agile, Harvest App
Asana, Confluence, Gira,
Slack, Canva, Storeya, Etsy,
Shopify, WooCommerce
Evernote, Thunderbird, Outlook,
FollowLiker, Buzzumo,
Social Kickstart,
Fb and LinkedIn Ads
Mobile App
WooCommerce
Profile Builder
Prestashop
Spinwriter
Wunderlist
Zapier, Event Brite
Twilio
Amazon Workspace
Microsoft Sharepoint
Microsoft Dynamics
SEO Profiler
Insightly, Intuit

** additional information on the job descriptions indicated on this page will be available upon request.

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EDUCATION

Polytechnic University of the Philippines
Sta Mesa, Manila, Philippines
2001 - 2006
Advertising & Public Relations


PROJECTS



WEBSITE

 <http://karenfaustino.com>

PORTFOLIOS

 <https://remote.com/karensalvifaustino>
<https://karenfaustinoph.carbonmade.com/>
<https://www.linkedin.com/in/karenfaustinoph/>
<https://www.upwork.com/o/profiles/users/~01768d4888b361ee43/>

REFERENCE

Chelsea O'Brien
Founder, Tech Diva Media

Isabelle Gail Correa
Asst Club Manager, Anytime Fitness