

# Mary Flor Inocencio Fiel

## Digital Marketing Specialist

✉ fielmewi@gmail.com

☎ +639765681054

📍 Metro Manila, Philippines

🌐 [www.linkedin.com/in/mary-fiel](https://www.linkedin.com/in/mary-fiel)

🔗 <https://www.maryfiel.work/>



### Profile

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I am a results-driven **Digital Marketing Specialist** with over 4 years of experience in developing and executing digital strategies across social media, SEO, and paid advertising. Proven expertise in managing comprehensive campaigns that enhance lead generation, brand awareness, and engagement in e-commerce and real estate. Skilled in optimizing marketing efforts with creative content development and graphic design. Seeking to leverage my expertise in a dynamic team to drive business growth through digital innovation.

### Professional Experience

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2020/10 – 2021/03

#### Graphic Designer & Digital Marketing

Pasay City, PH

*Colobaba Fruit Juice and Tea Station Inc.*

- Strengthened the brand's online presence, resulting in a 15% increase in customer engagement.
- Designed impactful marketing materials, including flyers, brochures, and promotional videos.
- Managed social media channels to drive customer visibility and engagement.

2021/03 – 2022/07

#### Graphic Specialist

Ayala, Makati, PH

*Integreon Managed Solutions, Inc.*

- Managed branding projects for high-profile corporate clients using Salesforce to track and manage project progress and client feedback.
- Delivered impactful 2D/3D rendered visuals and presentations that aligned with client branding and elevated marketing materials' effectiveness.
- Collaborated with cross-functional teams to maintain CRM integrations, ensuring seamless data flow between design and client account management systems.

2023/01 – 2023/08

#### Project-Based Graphic Designer

Malabon, PH

*Nihao Express Logistics Corporation*

- Created cohesive branding and marketing collateral for clients, ensuring consistent designs across all materials.
- Coordinated design and marketing activities to guarantee timely project completion.
- Enhanced client satisfaction through quality design outputs and seamless project execution.

2023/08 – 2024/02

#### Graphic Designer & Executive Assistant

Quezon City, PH

*Rotary Club of San Francisco Del Monte*

- Designed and produced marketing materials, including brochures and event presentations, contributing to a 10% increase in member engagement using CRM platforms for communication and tracking outreach.
- Collaborated with event teams to plan and execute promotional activities, leveraging CRM tools for donor management and tracking community engagement.
- Supported member engagement through data organization, email campaign setup, and automated reminders using HubSpot.

- 2024/02 – 2024/08  
Malate, Manila, PH
- E-Commerce and Digital Marketing Assistant**  
*AP Creative Advertising & Event Agency*
- Increased website traffic by 25% through SEO optimization, effective SEM campaigns, and data-driven decisions.
  - Executed email marketing campaigns, leveraging tools like GoHighLevel to track open and click-through rates, contributing to a 15% revenue increase.
  - Reduced CPC by 20% through targeted social media advertising on Facebook and Instagram.
- 2024/02 – 2024/08  
Kalayaan, Makati City, PH
- Digital Marketing Assistant**  
*OV Realty Corp*
- Boosted lead generation by 30% through optimized real estate content and targeted ad campaigns.
  - Managed CRM systems and property listings, enhancing engagement by 20% on platforms such as Meta Business Suite and Airbnb.
  - Improved campaign performance by 15% through A/B testing and strategic adjustments.
- 2024/10 – present
- Marketing Manager**  
*Trust the Process Outsourcing (Clients: Flick Visual & Lumos Advisory)*
- Flick Visual (Creative Agency):**
- Implemented marketing workflows and automations in GoHighLevel, improving client project tracking and campaign efficiency.
  - Designed optimized websites using WordPress and integrated analytics tracking with GoHighLevel and Salesforce to monitor SEO and ad performance.
  - Managed social media and ad campaigns, leveraging CRM systems to track leads and automate follow-ups.
- Lumos Advisory (Business Advisory & Accounting):**
- Managed SEO strategies and website performance enhancements, using GoHighLevel to track and automate client onboarding processes.
  - Analyzed client engagement metrics through Salesforce, providing actionable insights for marketing improvements.
  - Directed e-commerce marketing efforts, integrating campaigns with CRM platforms for streamlined reporting and lead tracking.

## Education

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**Google Digital Marketing & E-commerce Professional Certificate**

*Google Professional Certificate*

**Digital Marketing Certified**

*Hubspot Academy*

**Google Analytics Certification**

*Google Digital Academy (Skillshop)*

2014 – 2019  
Intramuros, Manila, PH

**Bachelor Science of Architecture**

*Mapúa University*

## Skills

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### Search Engine Marketing (SEM) ● ● ● ● ●

Google Ads | Bing Ads | SEMrush | Ahrefs | Google Tag Manager

### Social Media Marketing ● ● ● ● ●

LinkedIn Sales Navigator | Meta Ads | Canva | Adobe Creative Suite | GoHighLevel (Social Media Campaigns)

### Email Marketing & Automation ● ● ● ● ●

Mailchimp | Klaviyo | HubSpot | ActiveCampaign | GoHighLevel (Email Automation, Nurture Campaigns)

### Content Marketing ● ● ● ● ●

WordPress | Squarespace | Elementor | Canva | GoHighLevel (Landing Page Creation, Content Scheduling)

### Lead Generation and Management ● ● ● ● ●

Cognism | HubSpot | Salesforce | GoHighLevel (Lead Capture, Pipeline Management)

### Conversion Rate Optimization (CRO) ● ● ● ● ●

Google Optimize | Hotjar | Crazy Egg | GoHighLevel (Funnel Optimization)

### Search Engine Optimization (SEO) ● ● ● ● ●

Google Analytics | Google Search Console | SEMrush | Ahrefs | Moz | GoHighLevel (SEO Analytics, Tracking)

### Customer Relationship Management (CRM) ● ● ● ● ●

HubSpot | Salesforce | Zoho CRM | Microsoft Dynamics 365 | Cognism | Nimble | GoHighLevel (CRM Workflows, Automation, Reporting)

### Email Direct Marketing (eDM) ● ● ● ● ●

Mailchimp | Klaviyo | HubSpot | Campaign Monitor | GetResponse | Pardot | Act-On | GoHighLevel (Newsletter Automation)

### E-commerce Marketing ● ● ● ● ●

WooCommerce | Shopify | Gorgias.ai | GoHighLevel (E-commerce Integrations)

### Online Reputation Management ● ● ● ● ●

Google My Business | Gorgias.ai | GoHighLevel (Review Management, Reputation Tracking)

### Affiliate Marketing ● ● ● ● ●

Refersion | Tapfiliate

## Languages

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### English

SmallTalk2Me [↗](#)