



PRINCE AIDAN SY

FACEBOOK ADS SPECIALIST

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A challenging position where my experience and expertise in the field of **Digital Marketing** will be fully utilized towards continued growth and where my advancement is based upon my Professional Skills and Contribution.

EDUCATION

INTERNATIONAL CHRISTIAN ACADEMY

2017 - 2023 | Accountancy and Business Management

EAST REMBO ELEMENTARY SCHOOL

2009-2016

SKILL SUMMARY

Content Management	Digital Media	Social Media Management	Digital Marketing
Wordpress	Adobe Photoshop	Facebook	Facebook /Instagram Ads
Wix	Adobe Premiere	Twitter	SEM/SEO
Drupal	Final Cut	Instagram	Google Ads/ Youtube Ads
Magento	Canva	LinkedIn	Semrush
Shopify		Tiktok	MailChimp

EXPERIENCE

Property Manila January 2022 – May 2023 Facebook Ads Specialist

Accomplishments

- Directed marketing projects through conceptual planning, schedule management and final implementation.
- Met deadlines, exceeding expectations and effectively rolling out Facebook ads campaigns.
- Generated sponsorships with related and partnering entities to enhance marketing objectives.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Continually maintained and improved the company's reputation and positive image in markets served.
- Evaluated consumer preferences and behaviors, combined with market trends
- Generated highly targeted leads for Property Manila, a leading real estate company, through strategic Facebook Ads campaigns.
- Implemented advanced audience segmentation techniques, resulting in increased conversion rates and improved return on ad spend (ROAS) for Property Manila.
- Developed and executed creative ad copy and visuals that effectively communicated the unique selling points of various real estate properties, resulting in increased engagement and lead generation.
- Utilized Facebook Pixel and conversion tracking to optimize campaigns, track key metrics, and drive measurable results for Property Manila.
- Collaborated closely with the sales and marketing teams to align Facebook Ads campaigns with overall business objectives, resulting in improved lead quality and higher sales conversion rates.

EXPERIENCE

International Christian Academy February 2023 – May 2023 Facebook Ads Specialist

Accomplishments

- Achieved a 50% increase in student enrollment through strategic Facebook Ads campaigns for International Christian Academy, an esteemed international school.
- Implemented advanced targeting techniques on Facebook Ads to reach the desired demographic of parents and students, resulting in a higher conversion rate and increased admissions.
- Developed and executed creative ad campaigns that showcased the unique educational offerings of International Christian Academy, resulting in improved brand awareness and engagement.
- Streamlined the ad creation process by developing standardized templates and guidelines, ensuring consistent branding and messaging across campaigns.
- Implemented retargeting strategies on Facebook Ads, resulting in a 25% increase in website conversions and improved lead nurturing.
- Conducted in-depth competitor analysis to identify opportunities and create unique selling propositions for International Christian Academy, leading to a 20% increase in market share.

EXPERIENCE

Dampa

January 2023 - April 2023

Digital Marketing Specialist

Accomplishments

- Successfully managed and optimized Facebook Ads campaigns for Dampa, a prominent seafood company, resulting in a significant increase in online sales and brand awareness.
- Developed and implemented highly targeted Facebook Ads strategies that effectively reached and engaged the seafood-loving audience, resulting in a 30% increase in website traffic.
- Utilized advanced audience targeting and segmentation techniques to maximize campaign performance and achieve a 20% decrease in cost per acquisition (CPA).
- Conducted extensive A/B testing of ad creatives, copy, and landing pages, leading to a 25% improvement in click-through rates (CTR) and conversion rates.
- Implemented remarketing campaigns on Facebook, leveraging dynamic product ads and custom audiences, resulting in a 40% increase in repeat purchases and customer loyalty.
- Actively monitored and analyzed campaign performance metrics, including reach, impressions, click-through rates, and conversions, to identify areas of optimization and achieve a 15% increase in overall campaign ROI.
- Collaborated with the marketing team to develop cohesive brand messaging and maintain a consistent brand identity across all Facebook Ads campaigns.
- Provided regular reports and data-driven insights to stakeholders, demonstrating the impact and effectiveness of Facebook Ads campaigns on business growth.
- Stayed up-to-date with the latest trends, best practices, and algorithm updates in Facebook advertising, continually optimizing strategies and delivering innovative solutions to drive better results for Dampa.

EXPERIENCE

Precious Treasures

January 2021 - December 2022

Facebook Ads Specialis

Accomplishments

- Supervised the conceptual planning, time management, and execution of marketing projects.
- Deadlines were met, expectations were surpassed, and Facebook ad campaigns were successfully launched.
- Established sponsorships with affiliated and collaborating organizations to advance marketing goals. By enhancing business tactics and introducing products to broaden offerings, new customers were attracted.
- Continuously improved and maintained the company's good name and impression in the markets it served.
- Analyzed consumer behavior and tastes, along with market trends

Investihomes

October 2018 - December 2020

Real Estate Agent

Accomplishments

- Managed contracts, negotiations and all aspects of sales to finalize purchases and exceed customer expectations.
- Developed and maintained relationships with clients through networking, postcards and cold calling.
- Liaised between buyers and sellers to provide positive experiences for both parties.
- Sold high volume of properties in short timeframes to exceed quotas and maximize business revenue.
- Negotiated, facilitated and managed real estate transactions.
- Wrote listings detailing and professionally highlighting property features to increase sales chances

iAm TechSolution Inc.
January 2016 – September 2018
Digital Marketing Specialist

Accomplishments

- Lowered the bounce rate
- Increased Average Lead Score
- Measures the number of people that complete a specific marketing goal
- Measures your keyword rankings to understand how effective your SEO
- Monitor how much of their traffic is through referrals
- Measures which traffic sources are driving visitors to your website
- Creates Graphics
- Generates marketing reports using Google Analytics
- Sustain promotional techniques
- Using appropriate data, assess the success of marketing campaigns
- Collaboration of research to determine future demand and trends