

Riz Joy T. Hugo

Digital Marketing Expert

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Summary of Skills & Career Highlights

Customer Service, Sales & Marketing - More than 5 years of customer service/technical service in the BPO industry. Responsible for both inbound and outbound calls.

Sales & Marketing - 5 years of sales and marketing experience. Executed various sales and marketing strategies to improve monthly and yearly sales and helped in creating various marketing techniques including press releases and email marketing.

Social Media Marketing Manager - 5 years of managing a small group of 5 people who manage social media accounts for various clients. Responsible for creating marketing strategies and advertising campaigns and distributing workloads including researching and creating content for social media and website. Helped in establishing various clients' social media outreach and engagement.

Events Organizer, Planner, and Recruitment Officer - More than 6 years of organizing events for businesses such as recruitment events or job fairs for BPO companies, team building events for small businesses and small groups, wedding coordination and styling, seminars, and webinars. Two years of handling recruitment and specializing in pre-screening candidates for BPO companies during job fairs.

Digital Marketing – 6 years experience in digital marketing. Responsible for creating online campaigns for online advertising. Responsibilities include: planning, creating graphics for online advertising (infographics, etc.), email marketing and social media content creation, and scheduling of posts. Also responsible for creating content for websites and other social media platforms.

Leadership - Have been a leader since I was 18 years old with various callings/positions in the Youth Organization. I have also organized various events and I'm currently working as a freelance Creative Director in our own company called CHCreative Works Photography and Events Planning. I am currently a Seminary teacher and at the same time a Service Missionary under Seminaries and Institutes for The Church of Jesus Christ of Latter Day Saints in the Mandaue Philippines Stake.

Resource Speaker and Trainer/Teacher - I have been invited to become a resource speaker for events such as leadership training and seminars. I also give virtual training or seminars on multiple topics such as Social Media Marketing, Visual Branding, Productivity, and Time Management. I have been teaching as a Youth teacher in our religious congregation for more than 10 years and currently am a Seminary Teacher in the Youth Organization. I have also developed a module in teaching a Speech Class for potential call center agents and for a Youth organization that focuses on Public Speaking.

Employment History

Seabu Digital

Full-time

Job Position: Operations Manager

Inclusive Dates: July 2023 - Present

RESPONSIBILITIES:

- Develop and implement strategic plans to improve efficiency, productivity, and the overall success of the company's marketing and outsourcing operations.
- Collaborate with senior management to align the operations with the company's broader goals and objectives.
- Allocate resources, including human resources, technology, and budget, effectively across various projects and campaigns.
- Ensure optimal staffing levels and oversee the operations team's hiring, training, and development.
- Continuously assess and refine processes to enhance efficiency and reduce costs.
- Implement best practices and introduce new tools or technologies to streamline operations.
- Oversee the execution of marketing campaigns and outsourcing projects from initiation to completion.
- Implement quality control measures to ensure marketing campaigns and outsourced projects meet the desired standards.
- Address any discrepancies or issues, ensuring they are rectified promptly.
- Lead, motivate, and mentor the operations team, fostering a collaborative and productive work environment.
- Address any conflicts or challenges within the team, ensuring they are resolved amicably.
- Regularly report to senior management on the status of marketing and outsourcing operations.

Y2R Business Operations Support & Management Inc.

Full-time

Job Position: Operations Manager - Digital Marketing

Inclusive Dates: January 2023 - July 2023

RESPONSIBILITIES:

- Plan, develop, and execute successful digital marketing campaigns for clients
- Create engaging and visually appealing graphics for online advertising, including infographics, banners, and other ad formats
- Develop and execute email marketing campaigns, including list segmentation, automation, and reporting
- Create and manage social media content, including text, images, and videos, for various platforms
- Schedule social media posts and monitor engagement, reach, and other metrics to optimize performance
- Create high-quality content for websites and other social media platforms to attract and engage target audiences

The Church of Jesus Christ of Latter-day Saints

Full-time

Job Position: Associate Director for Communication

Inclusive Dates: May 16, 2022 - November 14, 2022

The central work of the Church Communication Department is to increase understanding of His Church and its divinely appointed responsibilities; build relationships with people, communities, and organizations to help achieve the mission of His Church, strengthen its reputation, and promote religious freedom; and extend the reach of Church communication to understand and minister to the needs of all of God's children.

RESPONSIBILITIES

- Work, as appropriate, with other Church departments and agencies ○ Initiate and develop contacts with key media and community individuals and groups to create awareness and understanding of the Church and its distinctive message, provide answers to key questions about the gospel of Jesus Christ, and build bridges of friendship and understanding.
- Extend the reach of the Church through strategic communication planning and messaging to understand and minister to the needs of members and friends of other faiths
- Increase understanding of the Church and its divinely appointed responsibilities using digital channels and traditional media
- Provide support to the Area Presidency in planning, managing and coordinating

projects and initiatives in the department

- Effectively manage all administrative aspects of the Communication Office including personnel, planning, administration, equipment and budgetary operations

Virtual Assistant

Freelance | Part-time

Job Position: Social Media Manager | Admin Tasks

Inclusive Dates: August 2016 - Present

- Responsible for planning, developing, and implementing the company's overall social media strategy to improve online presence.
- Manages and oversees social media content and creates a social media content calendar on a monthly basis.
- Edits video for IGTV and reels and all other video-related content ●
- Creates graphics and creative content for social media
- Responsible for planning, creating a social media content calendar, and scheduling posts for all social media platforms
- Edits podcast episodes, creating show notes and scheduling podcasts on BuzzSprout
- Responsible for all administrative tasks i.e. hospital registrations and approvals, sending email invitations for podcast guests, and following up on details needed for the podcasts
- Social media engagement - helps with comment monitoring, answering inquiries, and interacting on social media.

CHCreative Works Photography & Events Planning

Freelance | Events-Based

Job Position: Owner | Creative Director | Events Coordinator

Inclusive Dates: January 2018 - January 2020

- Responsible for planning and organizing events i.e., weddings, debuts, birthdays, team-building activities, corporate activities, workshops, and seminars
- As a Creative Director, I lead in planning and conceptualizing event designs and decorations depending on the needs of the clients
- Responsible for social media marketing and content creation

ZEN HEALTH (doTERRA)

Freelance (Online/Part-time Only)

Job Position: Social Media Marketing Manager | Facebook Ads Campaign

Manager Inclusive Dates: February 2020 - July 2020

- Responsible for creating marketing techniques and social media advertising campaigns
- Researching for content and converting it to creative graphics for social media posts and Facebook ads

LIQUID SAVVY INC.

Freelance (Online/Part-time Only)

Job Position: Social Media Marketing Manager | Customer Service Advocate |

Content Writer Inclusive Dates: August 2016 – January 2020

- Responsible for creating marketing techniques and social media advertising campaigns
- Distributes workloads to specific virtual assistants who are responsible for different tasks like research, graphics design, content creation, social media engagement, and email marketing
- Monitors all virtual assistants if they are hitting the target and deadlines for each task
- Customer service advocate - answers emails and inquiries via social media accounts and Groove HQ

CREATIVE MINDS VIRTUAL ASSISTANTS

Freelance (Online/Part-time Only)

Job Position: Social Media Marketing Manager

Inclusive Dates: January 2018 – December 2018

- Responsible for creating marketing techniques and social media advertising campaigns
- Distributes workloads to specific virtual assistants who are responsible for different tasks like research, graphics design, content creation, social media engagement, and email marketing
- Monitors all virtual assistants if they are hitting the target and deadlines for each task

CONCENTRIX

Cebu Mactan Newtown, Mactan Lapu-Lapu City

Job Position: Customer Service Associate – Emails (Back Office)

Inclusive Dates: January 2019 – May 2019

- Answers emails for general inquiry
- Places online orders from emails
- Processes refunds for online web orders

FARMER'S LAB

Freelance Virtual Assistant (Online)

Job Position: Social Media Marketing Manager/Digital Advertising

Executive Inclusive Dates: February 2017 to December 2018

- Creates content for advertising and marketing for the website and social media campaigns
- Creates graphics (marketing and infographics) for social media platforms
- Responsible for creating Facebook Ads

- Monitors and schedules posts for all social media platforms
Responsible for email marketing and newsletter content

GET IT FOR ME VIRTUAL ASSISTANTS

Freelance Virtual Assistant (Online/Part-time Only)

Job Position: Social Media Marketer | Video and Audio Editor | SEO

Writer Inclusive Dates: March 3, 2016 – March 2017

- Manages social media engagements for specific clients
- Handles video and audio editing for specific client projects
- Writes content articles for certain real estate blogs and websites

INNOVATE STRATEGIC RESOURCE MARKETING

#55 Gorordo Ave Lahug Cebu City

Job Position: Team Lead/Senior Recruitment Officer

(Part-time/Home-based) Inclusive Dates: April 4, 2015 – August 2017

- Handles pre-marketing activities before the main event and helps in organizing the event planning
- Handles the budgeting of the job fair/caravan events
- Responsible for monitoring if all qualifiers/head hunters are hitting their target number of heads
- Make sure that all qualifiers/head hunters are positioned in the right target areas
- Handles pre-screening interview process for applicants and see to it that only qualified applicants are processed to the next level of interview

EPERFORMAX BPO AND CONTACT CENTERS

3rd Floor, JY Square Mall Lahug Cebu City

Job Position: Customer Service and Sales Associate

Inclusive Dates: June 16, 2013 - January 2015

- Handles customer service calls for online sellers and buyers
- Answers phone queries for all type of selling and buying issues

SYKES ASIA INC.

F. Cabahug Street Mabolo Cebu City

Job Position: Customer Service and Sales Associate

Inclusive Dates: September 17, 2012 - February 14, 2013

- Resolves customer's internet service provider technical issues over the phone

CONVERGYS PHILIPPINES

i3 Bldg. AsiaTown IT Business Park Lahug Cebu City

Job Position: Customer Service and Sales Associate

Inclusive Dates: October 2011 – April 2012

- Answers customer's queries over the phone
- Assists customers' banking transactions and account issues like bank charges or fees

NXT LEVEL TRAINING AND CONSULTANCY

Ground Floor, Regency Crest Banilad Cebu City

Job Position: Sales Account Manager

Inclusive Dates: June 2011 – October 2011

- Handles sales proposals and marketing strategy analysis
- Writes press releases for training and team-building events
- Handles planning and creates team building activities and manages the workforce, including facilitators assigned for each event

WESTERN WATS PHILIPPINES INC.

3rd Floor PIPC Building, Mactan Economic Processing Zone II

Basak, Lapu-Lapu City Job Position: Business to Business – UK Call

Center Agent

Inclusive Dates: December 26, 2005 – June 2007

- Conducts surveys thru business to consumer and business-to-business calls
- Gathers and analyses data from survey samplings

Educational Attainment

UNIVERSITY OF SAN JOSE-RECOLETOS

Bachelor of Arts Major in Mass Communication

Graduated: March 24, 2011

BRIGHAM YOUNG UNIVERSITY - LDS BUSINESS COLLEGE

Self Reliance Services- Starting and Growing My Business

Certificate in Business Entrepreneurship

Graduated: November 29, 2015

Leadership Skills & Experiences

SESSION DIRECTING COUPLE - FOR THE STRENGTH OF YOUTH 2024

Mandaue & Cebu Central Stakes

The Church of Jesus Christ of Latter-day Saints

September 2023 - September 2024

SENIOR SERVICE MISSIONARY

Seminaries and Institutes - Mandaue Philippines Stake

The Church of Jesus Christ of Latter-day Saints

June 2020 - July 2021

STAKE SEMINARY TEACHER

Seminaries and Institutes - Mandaue Philippines Stake
The Church of Jesus Christ of Latter-day Saints
June 2019 - Present

WARD YOUNG WOMEN 1ST COUNSELOR

Young Women Organization | LAPU-LAPU 1ST WARD
The Church of Jesus Christ of Latter-day Saints
January 2015 - June 2019

WARD YOUNG WOMEN PRESIDENT

Young Women Organization | LAPU-LAPU 1ST WARD
The Church of Jesus Christ of Latter-day Saints
January 2018 - June 2019

WARD RELIEF SOCIETY 1ST COUNSELOR

Relief Society Organization | LAPU-LAPU 1st WARD
The Church of Jesus Christ of Latter-day Saints
May 2017 - January 2018

WARD YOUNG WOMEN PRESIDENT

Young Women Organization | LAPU-LAPU 2ND WARD
The Church of Jesus Christ of Latter-day Saints January
2015 - January 2017

WARD SELF RELIANCE FACILITATOR

LAPU-LAPU 2ND WARD
The Church of Jesus Christ of Latter-day Saints
June 2015 - January 2017

STAKE PUBLIC AFFAIRS ASSISTANT

Public Affairs Department - Mandaue Philippines Stake
The Church of Jesus Christ of Latter-day Saints August
2018 - December 2019

Character References

ROY BACULIO

Seminaries and Institutes Coordinator & Stake President
Church Educational System | Mandaue Phils Stake THE
CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

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LEE ADELE B. INGALLS

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