



MARVIN GADUENA

SALES MANAGER | DIGITAL MARKETING

CONTACT

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EDUCATION

- 2009 - 2010
EASTERN VISAYAS STATE UNIVERSITY
 - Bachelor of Science in Information Technology
- 2001 - 2002
SCHOOL OF CRAFTSMANSHIP & HOME INDUSTRIES
- HIGH SCHOOL

SKILLS

- B2B / B2C Sales
- Lead Generation
- Digital Marketing
- SEO Content
- Ecommerce
- SaaS
- Social Media Manager

LANGUAGES

- English (Fluent)
- Tagalog (Fluent)

PROFILE

12 years of experience providing services in a busy call center environments for financial, telecommunication, sales, technical, collection and Digital Marketing. An unwavering commitment to customer service/sales, with the ability to build productive relationships, resolve complex issues and win customer loyalty. Strategic-relationship/partnership-building skills -- listen attentively, solve problems creatively, and use tact and diplomacy to find common ground and achieve win-win outcomes.

WORK EXPERIENCE

- **Independent Contractor** 2023 - PRESENT
Digital Marketing Manager
 - Manage the execution of digital marketing campaigns across channels such as SEO, SEM, social media, email, funnel, media buying and content marketing
 - Oversee the creation and curation of engaging, high-quality digital content (e.g., blog posts, social media posts, email newsletters, landing pages)
 - Collaborate with cross-functional teams to ensure consistency and integration of digital marketing initiatives
- **Ooma Office** 2016- 2023
Sales Business Manager | Team Leader
 - Outbound Cold calling and talking so small to medium business owners understanding their business phone set up and helping them modernizing the phone system.
 - Generating Lead Sources using public information that can be found on the internet.
 - Doing account management and technical stuff after the point of sales making sure that the account and phone system is properly set up.
- **Microsoft Corporation** 2012 - 2016
Sales and Product Manager
 - Handled incoming calls from consumers, responding to inquiries, resolving problems for downloading & installation of Microsoft products and correcting technical errors. Provided quotes and executed online policy changes for home and excess liability. Assisting customers in terms of software compatibility for their computer operating system & web browser
 - Handling sales calls for Microsoft Windows, Microsoft Office, Hardware & multimedia like surface tablets, Xbox game consoles, mobile devices, zune & a lot more. Handling income calls for billing inquiries, disputes & complaints about products & services.

REFERENCE

Sean McCormick

Ooma Office / Director of Operations
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Arius Lim

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