



Mary Grace Cabanag

Social Media Marketing

Social Media Marketing and Management | Content Writer | Client and Customer Relations |
Business Operations | Communication Specialist

Contact

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mgc_angel456

Education

2012

Management Accounting

Holy Cross of Davao College

2013

Marketing Management

Bohol Northern Star College

Personal Skills

Detail Oriented and organized

Versatile and objective

Can work in a team or independently

Great Communication Skills

Resourceful and has a sense of
accountability

Technical Skills

Canva

AI (Playground, ChatGPT, Jasper etc)

MetaBusiness Suite

Salesforce, GoHighLevel

Google Suite

Zoom, Skype, Slack

Microsoft Office

Work Experiences

Digital Marketer

Global SEM Partners (Feb - October 2023)

I honed my expertise in Social Media Marketing and Management in Facebook and Instagram, driving brand awareness. I create converting ad copies for paid advertising campaigns, crafting compelling narratives that encouraged audience interaction. I create and manage short-form video content, handling script writing and working meticulously with editing team to deliver quality content that boost engagement levels. I manage paid advertising campaigns, including basic graphic designing with ad copy, audience targeting, budget management, performance tracking, and optimization to improve future campaigns. I also did copywriting for website contents. I worked collaboratively with cross-functional teams to ensure the success of our social media strategies.

Project Support Specialist

Moxi Global (May 2022 - Aug 2023)

As a key member of the Project Support Specialist team, my role was instrumental in guaranteeing the high-quality delivery of services to our clients in the E-discovery platform. I diligently coordinated and executed project tasks, effectively resolving any issues and ensuring seamless service delivery. My commitment to client satisfaction, coupled with my understanding of the E-discovery platform, allowed me to support client needs effectively and contribute significantly to team success.

Analyst

Moxi Global Corporation

I was assigned in managing and updating client's benefit payments and employee information in the system. My extensive use of Excel, combined with my understanding of benefits administration, allowed for the successful and efficient updating of information with meticulous attention to detail ensuring accurate and timely benefit payments for all employees. Through this role, I was also able to develop strong relationships with HR teams, helping facilitate seamless communication and data flow.

Business Consultant

Local Freelance (March 2020)

I have successfully assisted in the launch of three local businesses within the food industry. My responsibilities have encompassed assessing their financial capacity including equity and first-month operating expenses, as well as kitchen ergonomics and menu costing. I have trained business owners in cash flow management, sales reporting, and daily reporting, with the objective of enabling them to oversee operations seamlessly, even in their absence. Additionally, I have also imparted training to staff on customer service and basic food safety protocols.

Project Lead Officer

World Vision Phils (June 2014 - May 2018)

I have been responsible for the punctual execution of deliverables within the Area Program, with a focus on Economic Development and Sponsorship programs. I have crafted project proposals with defined timelines for implementation. My role has also involved establishing partnerships with diverse government agencies and local officials, right down to the sponsored children, to ensure the effectiveness and sustainability of programs. These programs aim to impact not just the financial capacity, but also contribute to the holistic growth of all stakeholders.

Lead Generation

ITPPL Services (Advisen) Nov 2010 - Apr 2012)

I have been tasked with generating leads via prospecting, followed by cold calling, to potentially drive sales of a Risk Insurance Data book and encourage participation in a benchmarking survey.

References

David Jaeger

CEO

Global SEM Partners

Email : david@resultkitchen.com

Camille Dumanew

Manager

Moxi Global Corp

Email : c.dumanew@moxiglobalph.com

Mark Francis Nasayao

Program Manager

World Vision Phils

Email : markfrancis_nasayao@wvi.org

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Work Experiences (Continued)

Client Relations and Retention Specialist Xlibris Publishing (Jan 2009 - May 2010)

I have proven my commitment to excellence in Customer Service after serving as an exemplary Customer Service Representative for four months, before I was promoted to the Customer Satisfaction Team. My primary role involves ensuring client retention and addressing complaints that could potentially lead to legal action. I strive to reduce risk through detailed investigations and strategic counteroffers, ensuring the satisfaction and loyalty of our clientele while simultaneously safeguarding the company's interests.

Market Researcher Opinionology (Jan 2008 - Dec 2008)

In my role, I consistently provide unbiased, comprehensive, and high-quality survey results, effectively reaching out to respondents to cater to the diverse needs of our clients. I ensure that daily targets for survey completion are not only met but often accomplished ahead of schedule, demonstrating my commitment to efficiency and timely results.

Sales Performance Supervisor Cyber City Teleservices (Oct 2006 - Dec 2007)

Beginning as an Order Taker and Customer Service Representative, my dedication and performance led to my promotion to the position of Sales Performance Supervisor within five months. In my current role, I ensure that my team's performance meets or surpasses client expectations. My key responsibilities encompass staff management, coaching team members to close sales or upsell effectively, ensuring quality assurance of all calls, and submitting comprehensive end-of-day reports. My holistic approach to sales coaching ensures that our team not only meets sales targets but also maintains the highest standards of customer service.

Executive Management Assistant CMD International (March 2004 - May 2004)

I have been entrusted with preparing, verifying, and releasing the rebates for stockists across Mindanao. I also maintain the list of various distributors and issue them official receipts. As keeper of the company's important records, I encode sales data, inventory, and cash flows. I manage the inventory of stocks released and sold, both in cash and on account. My responsibilities also extend to conducting bank transactions, including deposits, withdrawals, and bank reconciliations, ensuring the smooth financial operations of the company.