

## PROFILE

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### DICZIE QUIEL SARINO

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### EXPERTISE

Brand Strategy  
Creative Strategy  
Marketing Strategy

### SOFTWARE

Adobe Creative Suite  
Blender / Cinema4D  
WordPress  
MailChimp  
Google Analytics  
HootSuite

### SKILLS

Digital Marketing  
Social Media  
Email Marketing  
Content Marketing  
Web Design  
SEO  
Graphic Design  
Motion Graphics  
3D Animation

A proud "self-taught" freelance and in-house brand strategist and marketing professional.

Making an impact for more than 10 years with C-suite business executives and entrepreneurs amplifying businesses strategically.

Problem-solver. Visionary. Optimistic.

### CERTIFICATIONS

Fundamentals of Digital Marketing  
Advanced Google Analytics

## WORK EXPERIENCE

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### SENIOR MANAGER

myInstantTeam | Cavite PH

Oct 2021 - Present

- Manage digital marketing team to perform data analysis and develop marketing strategies.
- Manage website team to ensure websites of clients are functioning and on its top performance.
- Manage SEO team to ensure websites of clients are on top 10 search results.
- Manage social media team to ensure all new materials are distributed on social media channels.
- Manage agency-partner relationship.
- Collaborate with CEO and other senior leaders to create powerful and innovative marketing assets, presentations and videos.

### CREATIVE DIGITAL MARKETING TEAM LEAD

PVG BPOS | Cavite PH

Jul 2019 - Sep 2021

- Create digital marketing roadmap by planning, developing, implementing, and managing the overall digital marketing strategy including designs.
- Coordinating between CEO/CPO, and Marketing Manager to gather and create marketing materials needed.
- Managing, guiding, and training digital marketing team to achieve goals.
- Creating and managing company websites.
- Presenting ideas to team members and stakeholders.

### MARKETING EXECUTIVE

Tealand.ae | Dubai, UAE

May 2019 - Sep 2019

- Create and initiate marketing campaigns.
- Produce emailers and newsletters.
- Initiate digital marketing efforts to increase brand awareness and sales.

## WORK EXPERIENCE

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### MARKETING EXECUTIVE

Contec Technologies | Dubai, UAE

Mar 2016 - Mar 2019

- Responsible for designing, creating, and developing marketing collaterals, logos, product designs, and other marketing materials for the company and its clients.
- Managed Digital / Social Media platforms.
- Developed marketing campaigns for both traditional and digital.
- Coordinated between Developers / Designers and Business Development Team to implement marketing efforts.
- Conceptualized new products for the company.
- Produced proposals, presentations, agreements, business projections, and business plans for the company.

### FREELANCE GRAPHIC / WEB DESIGNER

FREELANCE | Dubai, UAE

Jul 2015 - May 2019

- Designed, produced, and maintained websites for clients.
- Managed and maintained social media accounts for clients.
- Developed marketing campaigns and strategies for clients.
- Developed brand strategy guide to maintain brand consistency.

### RELATIONSHIP OFFICER

Dunia Finance | Dubai, UAE

May 2015 - Dec 2015

- Acquired new clients suitable for banking products.
- Managed client expectations and requirements related to products.
- Assisted client applications.
- Maintained good relationship with clients to promote new products.
- After-sales support service to retain clients.

### FREELANCE GRAPHIC DESIGNER

FREELANCE | Cavite PH

Apr 2012- Jan 2015

- Created social media images for posting.
- Designed PowerPoint presentations.
- Designed flyers, brochures, roll-up banners, and other marketing collaterals.
- Designed logos.

### CUSTOMER SERVICE REPRESENTATIVE

Teletech | Cavite PH

Apr 2008 - Aug 2014

- Maintained positive, empathetic, and professional attitude towards customers.
- Responded promptly to customer inquiries.
- Communicated to customers through various channels.
- Acknowledged and resolved customer complaints.
- Ensured customer satisfaction and provide professional customer support.