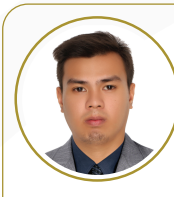


PROFILE



DICZIE QUIEL SARINO

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dicziesarino.com in/diczie-sarino-101597a7

TOOLS

Design Adobe Creative Suite, Figma, Canva, Blender, Cinema4D, Capcut, and others

Web WordPress, WooCommerce, Elementor, and others

Ads & Analytics Google Ads, GA4, Meta Ads Manager, Semrush, Ahrefs, and others

Email & Automation Mailchimp, Zoho Campaigns, Klaviyo, Zapier, Make, n8n

AI ChatGPT, Claude, Gemini, ElevenLabs, HeyGen, and others

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

For more than 10 years I have partnered with C-suite executives and entrepreneurs to grow businesses strategically, turning ideas into clear brands, campaigns, and creative that perform.

Problem-solver. Visionary. Optimistic.

EXPERTISE

Brand Strategy | Creative Strategy | Marketing Strategy

SKILLS

Digital Marketing | Social Media Marketing | Email Marketing | Content Marketing | SEO | Web Design
Graphic Design | Motion Graphics | 3D Animation | Brand Identity | Paid Ads (Meta & Google)
Marketing Automation | AI-Assisted Workflows

WORK EXPERIENCE

SENIOR MANAGER - CREATIVE DIGITAL MARKETING

myInstantTeam | Cavite PH

Oct 2021 - Present

Digital Marketing & Creative

- Plan and run digital marketing campaigns across social, email, web, and paid ads.
- Translate business goals into marketing roadmaps and creative concepts.
- Manage paid campaigns on Meta and Google, tracking performance in GA4 and adjusting for results.
- Oversee SEO, content, and social media to grow reach and engagement.
- Build creative workflows and review processes so work ships on time and on brand.
- Develop brand identity and visual direction across all channels, keeping every asset consistent.

Leadership & Client Work

- Work with the Founders, CEO, and senior leaders to create marketing assets, presentations, and videos.
- Present concepts and campaign results to stakeholders and clients.
- Lead and mentor a creative team across design, copy, and video, setting priorities and quality standards.
- Hire, onboard, and develop creatives, freelancers, and agency partners.

CREATIVE DIGITAL MARKETING TEAM LEAD

PVG BPOS | Cavite PH

Jul 2019 - Sep 2021

- Built the digital marketing roadmap, setting overall strategy and design direction.
- Coordinated with the CEO/CPO and Marketing Manager to source and produce marketing materials.
- Managed, mentored, and trained the digital marketing team to hit its goals.
- Built and maintained company websites, presenting concepts to stakeholders.

MARKETING EXECUTIVE

Tealand.ae | Dubai, UAE

May 2019 - Sep 2019

- Created and launched marketing campaigns.
- Produced emailers and newsletters.
- Led digital marketing efforts to grow brand awareness and sales.

WORK EXPERIENCE

MARKETING EXECUTIVE

Contec Technologies | Dubai, UAE

Mar 2016 - Mar 2019

- Designed and developed marketing collateral, logos, and product designs for the company and its clients.
- Managed digital and social media platforms and ran campaigns across traditional and digital channels.
- Coordinated between developers, designers, and business development to execute marketing efforts.
- Conceptualized new products and produced proposals, presentations, business projections, and plans.

FREELANCE GRAPHIC / WEB DESIGNER

FREELANCE | Dubai, UAE

Jul 2015 - May 2019

- Designed, built, and maintained client websites and managed their social media accounts.
- Developed marketing campaigns and strategies, with brand strategy guides to keep clients consistent.
- Designed logos, flyers, brochures, roll-up banners, and social media graphics.
- Built PowerPoint presentations and other marketing collateral.

RELATIONSHIP OFFICER

Dunia Finance | Dubai, UAE

May 2015 - Dec 2015

- Acquired new clients matched to suitable banking products assisted them through the application process.
- Maintained strong client relationships and after-sales support to promote new products and 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.