



MELENCIO T. SAPNU III

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Address Room 304, Nanshui Community, Shekou, Shenzhen, China

Phone +86 (186) 6539-9596

Email designfxpro11@gmail.com

ABOUT ME

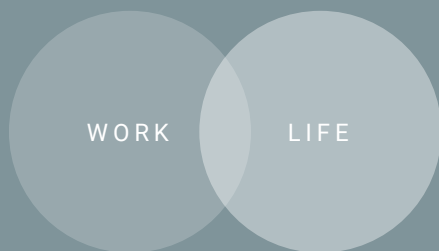
I am a Certified Digital Marketing Professional with 10+ years of experience in digital marketing strategy, SEO, SEM, content marketing, social media management, PPC strategy and management and more. I understand the importance of delivering results that are measurable and that produce ROI.

I am an efficient and results-driven person with a strong work ethic. I'm detail-oriented and a very strong team player. I'm a creative thinker, problem solver and strategist with an eye for detail. I believe in the value of collaboration and teamwork which allows me to bring my best work forward.

VALUES

WORK: Hardworking, team player, professional, organized

LIFE: Cool, honest, cheerful



TIMELINE

- NOW**
Marketing Manager
Farahi Law Firm, APC
Los Angeles, CA, USA
- 2019-2021
Marketing Manager
Omeida Chinese Academy
Yangshuo, Guilin, China
- 2015-2018
Business Manager
Fistbump Creation
Sta. Rosa, Laguna, Philippines
- 2014-2015
Project Manager
Flashbay
Nanshan, Shenzhen, China
- 2012-2014
Staff QA Engineer
Arris International
Nanshan, Shenzhen, China
- 2005-2012
Design Team Lead / QA Team Lead
Freeborders Software Development
Nanshan, Shenzhen, China
- 2004
Product Designer / Graphic Designer
Hoya Trading HK Ltd.
Hongkong, Hongkong

PERSONAL

Name	Melencio T. Sapnu III
Birthday	11th Nov 1980 (41)
Relationship	Married
Nationality	Filipino
Born	Bataan, Philippines
Languages	English, Filipino, Mandarin

CONTACT

Mobile	+86 (186) 6539-9596
Skype	thirdkill1
Instagram	melsapnuphotography
Linkedin	melencio-sapnu-40a315ab

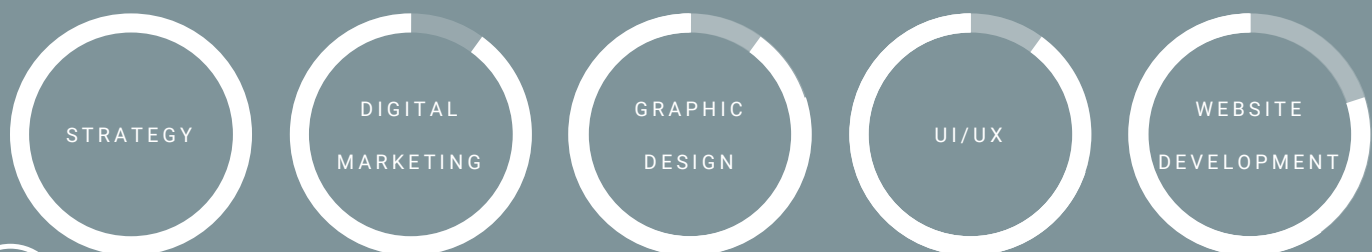
WORK

Experience	16 years
Reference	Available on request

MARKETING

Digital Marketing Strategy	██████████
Search Engine Optimization	██████████
Social Media Marketing	██████████
Google Ads (PPC)	██████████
Google Analytics	██████████
Content Marketing	██████████
Website Optimization	██████████
Display and Video Ads	██████████
Email Marketing	██████████
Influencer Marketing	██████████
Sales Funnel	██████████
E-commerce	██████████

SKILLS





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WORK

2021 - PRESENT

MARKETING MANAGER

Farahi Law Firm, APC

As a Marketing Manager, I am responsible in planning and executing the outbound and digital marketing campaigns and initiatives of the firm. I am in charge of the digital marketing efforts and strategies, including content development, social media, paid advertising, SEO, website maintenance and email marketing.

2019 - 2021

MARKETING MANAGER

Omeida Chinese Academy

Responsibilities:

- Building annual and monthly marketing strategy aligned with the business goals of the company.
- Managing and tracking the overall progress of the marketing projects and team.
- Managing the promotion and positioning of the brand to bring brand awareness through different offline and online channels.
- Search Engine and Website optimization
- Analyze website traffic and use the gathered data to adjust the marketing plan and goals.
- Assist the Content and Social Media Manager in curating user generated content
- Assist the Content and Social Media Manager in creating contents.
- Plan and create monthly Email Marketing Plan and content.
- Plan and execute Influencer marketing strategies.
- Create weekly and monthly marketing report for stakeholders

2015 - 2018

BUSINESS DEVELOPMENT MANAGER

Fistbump Creation

Responsibilities:

- Business and Project Management
- Marketing and Business Planning
- Communication and Client Engagement
- Task Allocation and Reporting
- Project Planning, Estimation, Execution and Controlling

2014 - 2015

PROJECT MANAGER

Flashbay

Responsibilities:

- Project Management
- Communication and Client Engagement
- Task Allocation and Reporting
- Project Planning, Estimation, Execution and Controlling • Workflow Creation
- Quality Assurance
- Test Planning and Execution

2012 - 2014

STAFF QUALITY ASSURANCE ENGINEER

Arris International

Responsibilities:

- Software Quality Assurance
- Managing the QA and Scrum Team
- Task Allocation and Reporting
- Design Test Plan and Test Cases
- Communicate with Onsite Lead and Other Stakeholders • Test Plan and Test Case Execution





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WORK

2006 - 2012

QA TEAM LEAD

Ticketmaster / Livenation

Responsibilities:

- Project Management
- Communication and Client Engagement
- Task Allocation and Reporting
- Project Planning, Estimation, Execution and Controlling • Workflow Creation
- Quality Assurance

2005 - 2006

DESIGN TEAM LEAD

Channel Advisor

Responsibilities:

- Team Management
- Task Allocation
- Website and Online Catalogue Design
- Communication with the Client and Onsite Team

2004 - 2005

PRODUCT DESIGNER

Hoya Trading HK Ltd.

Responsibilities:

- Creating and developing product for various clients like Disney, Walmart and Home Depot
- Researching trends for different consumer products
- Website and Online Catalogue Design
- Communication with the Client and Onsite Team

EDUCATION

2021

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

Dublin, Ireland

1998 - 2003

BACHELOR OF SCIENCE, ACCOUNTANCY

University of the East - Manila

Recto, Manila, Philippines

1994 - 1998

SECONDARY EDUCATION

Holy Rosary Parochial Institute

Orani, Bataan, Philippines

CERTIFICATION

2021

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

Dublin, Ireland

www.digitalmarketinginstitute.com

2021

PCM DIGITAL MARKETING

American Marketing Association

Chicago, Illinois, USA

www.ama.org

