



Edralin

Cover Letter + Resume of Abigail Edralin

For years, I have never been more excited to earn my own money and basically, create a life that's only meant for the movies. In a span of **11 years**, I was now again; questioning myself where I could still become a better version of me.

It dawned on me how to get nearer my goal.

Your company had a vacancy and it gave me hope to be part of your team as it will help be closer in achieving my *#lifegoals* and to grow as a formidable industry leader.

I believe I have ample knowledge to be part of your growing and ever-changing company that surely will be come, as we both would make it hopefully, **a success**.

Self-taught in most of what I do, I know that there is enough thirst in me to match up to the challenges you will give me. **All I need is time to learn how you define excellence.**

I believe in **hard work** and **delivering quality despite the quantity** of work. I'm the type of person you give me something - anything - especially something I don't know, **I won't stop** until I am able to deliver. There is no limit to what a mind like mine can do especially with the vast knowledge available in the World Wide Web.

As an individual you will be working with, I'd consider myself a person who constantly wants the people I work with to be their best and I would do what I can to help them achieve that - no need for envy. Success is achieved when one constantly believes in **humility, acceptance and change**.

My application may be quite different but innovation is just one thing I offer. Take this cover a letter as a sneak peak of *who I am* and a snapshot of my generation, which is composed of your clients, your workers and the makeup of **the next big thing**.

As an employee, it's hard to promise a 100% job well done but I promise, what is true enough, **my commitment and passion in making your vision a reality**.

I know that you won't regret giving me an opportunity to be part of your team, which I certainly won't waste. Take it as a new inoculation of what lies ahead when I join your company.

Hopefully, you see it that way.

One with you,

A stylized, handwritten signature in black ink, consisting of several overlapping loops and lines.

Curriculum Vitae of



Objective

To drive high revenue and creating an impact to the company by using my hard-learned skills in marketing and experiences in various industries while also utilizing my complimentary abilities

Expertise

- Worked for various industries including pharmaceutical, real estate, automotive and retail
- Hired as consultant and freelancer for various local and international companies
- Has over 8 years of experience in Marketing, Graphic Design and Web Development
- Specialize in Social Media Management, Branding, Analytics and Digital Marketing

Education

Bachelor of Science in Psychology
Southville International School & Colleges
Graduated in 2008

Digital Marketing Specialization
University of Illinois at Urbana-Champaign via Coursera
Undergraduate, Class of 2019

Work Experience

Head of Marketing
CAPSL | Hong Kong
October 2018 to Present

- Specializes in organic outreach and growth hacks with zero marketing budget mindset
- Handles all things digital marketing, branding and business development
- Strategizes key steps in acquisitions, partnerships and other promotions
- Acquired multiple avenues and networks over 12 million fanbase
- Bested Toornament and other competitors as top searched Mobile Esports Tournament Platform in multiple keywords organically

Digital Lead
Impact BC! | Singapore
February 2017 to September 2018

- Handles operations of the boutique digital agency
- In charge of creating digital campaigns
- Conceptualizes and creates marketing collaterals
- Spearhead improvements in web development projects
- Curates content marketing strategy for several popular brands
- Lead Acquisition Strategist

Digital Marketing Supervisor

SM Investments Corporation | Manila, Philippines

May 2015 to February 2017

- Pioneered digital marketing in Belle Corporation and its brands
- Contributed in the branding of Tagaytay Highlands in social media
- Created a metrics system to measure the efficiency of all digital efforts
- Designed various artworks for Belle Corporation
- Spearheaded the SEO team in pushing Tagaytay Highlands in the web
- Dealt with daily leads and segregation of inquiries to various departments
- Reported to the AVP monthly regarding the improvements of the brand
- Did market research and digital marketing plans
- Created policies and guidelines for all digital campaigns by the sales team
- Provided support for the sales team for their marketing needs
- Handled property previews or open houses
- Established digital marketing to be automated (easily maintained by anyone)
- In charge of online ads including facebook ads and other forms of advertisements
- Surpassed the targets in terms of goals set by the company
- Was the point person all technical and digital marketing concerns of the company
- Consulted in the development of apps created for the SM Investments Group

Digital Marketing Manager

Out of Warranty Franchising (SellNet NY) | New York, USA

April 2012 to January 2015

- Created Social Media Campaigns
- Handcrafted the branding of Out Of Warranty
- Handled Online Ads and Facebook Ads
- Trained team members in how to utilize digital marketing for Out Of Warranty
- Wrote various copies for the brand optimized for SEO
- Executed various marketing strategies that were proven efficient
- Built a metrics and reporting system to prove the efficiency of campaigns
- Created various newsletters to garner leads
- Developed the website's SEO and marketing plan

Corporate Communications Officer

Crown Asia Properties, Inc. (Vista Land & Landscapes Inc.) | Muntinlupa, Philippines

June 2011 to April 2012

Consultancy: April 2012 to May 2015

- Established digital marketing for Crown Asia and its subsidiaries
- Designed the branding for almost 12 minor and 2 major brands
- Created various artworks for print, digital and other marketing efforts
- Made various advertisement copies for various brands
- Part of the web development team that created various websites for the company
- Handled all technical and digital marketing concerns of the company
- Started weekly themed invites for various brands for open houses
- Provided support to the sales team for all design and digital concerns
- Did market research, competitor analysis and benchmarking
- Made the weekly newsletters for various brands
- Did various videos including a dedicated montage for former Senator Manny Villar

Marketing and Operations Officer

Mazda | Makati, Philippines

May 2010 to June 2011

Consultancy: January 2011 to Present

- Handled daily operations concerning the company
- Helped in the daily marketing needs of the sales people
- Did all collaterals – from creating the design, writing copy to printing
- Was responsible for PR and Ad campaigns done by the company
- Coordinated with various departments for all their needs
- Did market research, competitor analysis and benchmarking
- Contributed in various company events and competitions
- Established the brand of the company from designing its uniform to various collaterals
- Completed other clerical and design tasks given by the owner of the company
- Built various websites including Ford, a personal blog and a wedding site owned by the company's founder

Marketing Officer

Medtek | Paranaque, Philippines

May 2008 to May 2010

Consultancy: June 2012 to August 2014

- Created copies and various artworks
- Handled all marketing collaterals
- Actively collaborated with various distributors as well as partners of the company
- Coordinated with various departments for all their needs
- Did market research, competitor analysis and benchmarking
- Contributed in various company events and competitions
- Managed the day to day changes on the websites
- Part of the marketing team that won the Agora Marketing Excellence award

Freelancer for Various Local and International Clients

Graphic Design, Web Development, Social Media Management, Branding and Digital Marketing

May 2010 to Present

Courses and Certification:

Adobe Workshop Series

Philippine Creative Center for Imaging

Completed in 2015

Digital Marketing Certification Series

Digital Marketer HQ

Completed 2017

Attended Trainings and Seminars

- Client Servicing by Business Makers Academy, 2008
- Customer Relations by Business Makers Academy, 2008
- Guerilla Marketing by Fierra De Manila, 2009
- Basic Marketing Seminar by Business Makers Academy, 2009
- Sales and Marketing Champions Summit by Porters and Miles, Inc., 2009
- Digital Marketing for SMEs by Day 8 Business Academy, 2013