

# AYLA MADELEINE

## STRATEGIC DIGITAL MARKETING & GRAPHIC DESIGN

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### AREAS OF EXPERTISE

Social Media Marketing & Community Management

Digital Marketing Strategy

Brand Management

Online Reputation Management

Graphic Design

Web Design & Development

Web Management & Audit

Digital Illustration

Mobile Photography

CRM & E-Commerce Management

Customer Retention

Excellent English Writing & Speaking Skills

Research & Proofreading Skills

Content Writing

Office / Operations Management

Internet Proficient

### PROFILE

With 13 years of design and marketing expertise honed in the dynamic landscape of the UAE, I am a firm believer that design, data & marketing goes hand in hand in creating a rich experience for the clients long before they buy a service or patronize a product. An expert in emotional marketing, I am also a story teller, blending imaginative design with analytical marketing strategies using data to captivate audiences.

Now looking for an equally ambitious and exciting company to grow with.

Every service and every product tells a story. Let me tell yours.

### PUBLIC SPEAKING EXPERIENCE

Invited to be a speaker at the:

#### **INTERNATIONAL SPORTS & FITNESS TRADESHOW**

Title: ***"Emotional Marketing: Feeling & Filling the Consumer's Needs"***

Topics of Expertise: Social Media, Digital Marketing, B2C Marketing  
27 April 2019, Festival Arena Exhibition Centre, Dubai, UAE

### WORK EXPERIENCES

**Freelance Marketing Consultant / Digital Strategist / Social Media Manager / Web & Graphic Designer** (February 2024 - Present )

Remote

Industries:

- Automotive / Fashion / Fitness / Healthcare / Real Estate / Food / Entertainment / Music

DUTIES (These duties can vary based on client needs, project scope, budget and the specific niche.)

- Strategy Development: Creating comprehensive marketing strategies aligned with client goals and target audience
- Online Reputation Management: Managing brand perception by monitoring feedback, responding to reviews and enhancing credibility through strategic and proactive approach
- Brand Development: Assisting clients in defining their brand identity, positioning and messaging
- Digital Marketing: Managing digital campaigns across various platforms such as social media & email
- Market Research & Brand Audit: Evaluating clients' existing brand presence across channels to identify strengths & weaknesses as well as opportunities for improvement

## TECHNICAL TOOLS

Microsoft Office Tools  
Google Drive (Sheets, Docs)

Adobe Photoshop  
Adobe Illustrator  
Adobe LightRoom  
Canva

Photography

Social Media Built-In Analytics  
HootSuite, Buffer  
MailChimp  
Hubspot  
Google Ads

HTML, CSS  
WordPress, Shopify, Joomla

Google Analytics  
Google Search Console  
SEMRush  
Übersuggest

Netsuite, Zoho, Zenoti

## ACADEMIC QUALIFICATIONS

Chinese Studies  
Ateneo de Manila University

Tertiary:  
Bachelor of Science in  
Information Technology (IT)  
Major in Web Development &  
Design and Graphic Design  
St. Mary's University

Awards:

- Excellence Award in Leadership
- Ramon Magsaysay Leadership Award
- Service Awardee as Student Central Council President

Secondary:  
St. Mary's University High School

Awards:

Computer Science Excellence  
Artist of the Year

- Analytics and Reporting: Monitoring campaign performance, analyzing data & results, preparing regular reports for clients
- Content Creation: Developing content strategies and producing engaging content for websites, and social media
- Client Management: Building and maintaining relationships with clients, providing regular updates and strategic recommendations
- Consulting and Training: Advising clients on marketing best practices, conducting workshops (when needed) and training client teams
- Project Management: Overseeing projects from conception to completion, ensuring deadlines and objectives are met
- Budget Management: Developing and managing marketing budgets, optimizing spending for maximum ROI
- CRM and Marketing Automation: Implementing CRM systems and marketing automation tools to streamline processes and improve efficiency
- Stay Updated with Industry Trends: Keeping abreast of industry trends/tech and best practices to provide cutting-edge solutions to clients

### **Group Marketing Officer** (October 2022 - February 2024 )

Harris Pye DMCC – JLT, Dubai, UAE

#### ACHIEVEMENTS:

- Created and implemented the Brand Kit across the company and its global branches
- Standardized and optimized marketing procedures for branches in the UAE, Saudi Arabia, Singapore, Brazil, Japan, UK & some parts of Europe
- Managed preparations (including design, content & budget management) for the 2023 Resource & Waste Management Expo (RWM) in Birmingham, UK, collaborating with suppliers & event organizers
- Significantly increased the company's LinkedIn profile engagement and followers from 40k to 105k within a year
- Led the design and content creation for the LinkedIn Life Page
- Developed and redesigned the company website (not hosted, full version available in portfolio)
- Contributed to maintaining a positive brand reputation through ethical marketing practices & compelling brand storytelling
- Streamlined monthly sales reporting processes, transitioning from manual to automated systems
- Conducted training sessions for regional & global colleagues on CRM utilization
- Spearheaded the launch of merchandise kits for new employees
- Assisted in the rebranding efforts reflecting the development of the new company tagline "Decarbonising Industry"

#### DUTIES:

- Regularly monitored and analyzed weekly sales reports from multiple countries, providing key insights for strategic decision-making
- Liaised with global technical managers & country managers; collaborated with the Finance Team for accurate monthly sales reporting & financial analysis
- Prepared and presented monthly sales reports and Management Business Reviews, providing actionable insights to senior management
- Updated website content weekly
- Managed LinkedIn & other relevant social media profiles

## CERTIFICATES

Google Fundamentals of Digital Marketing,  
Google Digital Garage

Social Media Marketing,  
Hubspot Academy

Inbound Marketing,  
Hubspot Academy

Email Marketing,  
Hubspot Academy

## PORTFOLIO

Available upon request

## INTERESTS

Traveling

Photography

Drawing / Painting

Self-Improvement

Volunteer / Community Service

- Created and designed digital and printed marketing materials (flyers, brochures, business cards, etc)
- Attended relevant trade shows to represent the company
- Updated company information on local directories
- Responded to online queries promptly
- Trained new sales colleagues in UAE and internationally on CRM systems
- Coordinated with HR for monthly events & facilitated the onboarding process for new employees

### **Freelance Marketing Consultant / Digital Strategist / Social Media Manager / Web & Graphic Designer** (November 2020 - October 2022 )

Remote

- Kindly refer to the current role as a freelancer for the same duties

### **Marketing & PR Manager** (August 2018 - October 2020)

My30Minutes Personal Fitness Training LLC - Jumeirah 1, Dubai, UAE

#### ACHIEVEMENTS:

- Strengthened the company's online presence across major social media platforms and local listing (thru Google MyBusiness); increasing online credibility and growth by 66%
- Improved customer satisfaction through community engagement via social media and successfully integrated live chat on the website making the company available to contact 24/7
- Built SEO for a better web ranking, positioning the brand at the top 3 of the most search EMS Gyms in the UAE with 36+ high volume keywords
- Increased branch sales through effective and strategic marketing campaigns resulting in a sales increase post-CoVid lockdown
- Organized marketing systems through implementation of efficient systems such as CRM and proper filing systems via Google Docs and Sheets
- Streamlined processes in operations to maximize time and resources
- Spearheaded and designed the webstore ahead of the CoVid lockdown
- Trained customer service personnel
- Established brand guidelines for use of the company and its franchises in the UAE and across the GCC

#### DUTIES:

- Developed and implemented promotional campaigns strategically built for online & offline advertising campaigns to essentially drive traffic, brand awareness & generation of leads on numerous platforms
- Coordinated company representation at relevant events (conferences, exhibitions, trade shows, etc). Participated in promotional activities and related events and trade shows, working with advertisers and content managers, to market the company's fitness services and products
- Managed social media marketing and relevant communities on major platforms
- Updated, monitored and proofread marketing copy, blurbs and/or content

- Performed regular user applicable testing (UAT) for the Webstore
- Designed marketing materials for social media and offline channels (mall decals, branch interior, fliers, posters, brochures, business cards, etc.)
- Worked with various government entities and large corporations in Dubai, Abu Dhabi & Sharjah for possible collaborations and/or partnerships
- Shot, creative directed & edited promotional photos and videos
- Reviewed and analyzed weekly & monthly lead reports
- In-charge of the CRM

### **Marketing & Office Operations Manager** (Dec 2015 - Dec 2017)

VOGUE PROPERTIES LONDON DUBAI, Aresco Tower, Dubai, UAE

- Spearheaded and coordinated the activities of various departments primarily concerned with the advertisement, marketing, branding, rental, sales and promotion of properties and services.
- Organized the marketing campaigns and events both locally and in GCC countries, as well as in Malaysia
- Developed marketing strategies for brand awareness, lead generation and conversion
- Managed daily office operations working with Directors, Agents and clients directly
- Designed marketing materials both used online and offline

### **Marketing & Brand Specialist** (Dec 2013 - Dec 2015)

SORAYA HOMES REAL ESTATE, Business Bay, Dubai, UAE

- Worked on the company branding from designing the logo to writing the updated company profile
- Led the marketing team in generating leads on hot projects mostly on Downtown properties thru email marketing, events, social media and property portals
- In-charge of handling property portals, writing content and taking/editing photos of properties
- Attended relevant real-estate/property launches
- Responded to online enquiries
- Designed digital and printed marketing materials

### **Web Editor / Senior Web Graphics Artist**

ABS CBN Corporation (TV Network), Quezon City, Philippines

- Handled 7 of the company's websites with daily and weekly updates
- Head of the Graphics Team, provided content and designs to promote new TV shows and Movies
- Worked with Marketing Strategists, Producers and celebrities for Celebrity Chats and movie promotions
- Designed and coded advertisements for show sponsors
- Designed posters for TV shows, sports events and movies
- Spearheaded the design process and initial approval for the mobile app