

EVE GAYLE P. GARCIA

SEO Project Manager | Digital Marketing Specialist | Content Strategy | Content Creation
Project Management

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Kinasang-an Pardo, Cebu City, Philippines 6000



EXPERIENCE

SEO Project Manager

Black Swan Media Co

- 05/2021 - 04/2025 Las Vegas, NV
- Project Management - Head of Content Writing Team
 - On-page SEO
 - Keyword Research
 - Content Planning & Reporting

Social Media Manager

ZORGO Delivery Services

- 06/2020 - 01/2021 Philippines
- Merchant acquisition and proposal creation for business growth
 - Develop and implement strategic social media content plans
 - Create engaging copy and eye-catching graphics

Digital Marketing Specialist

Multiple Companies

- 10/2019 - 2021 Local & International Clients
- Responsive on-call graphics design for various project needs
 - Custom web development to create engaging online experiences
 - Strategic e-mail marketing campaign creation and management
 - Compelling content writing across diverse topics and platforms

Business Process Analyst

SPi Global

- 10/2018 - 10/2019 Dumaguete City, Philippines
- Quality & Delivery Performance Monitoring
 - Process Improvement & Reporting

Brand Associate

Brand Associate

- 04/2017 - 10/2017 Lahug, Cebu City
- Strategic social media management
 - Content writing tailored to diverse audiences and objectives
 - Eye-catching graphics design for Facebook pages

EDUCATION

Digital Marketing Scholar

Department of Information & Communications Technology

- 10/2019 - 12/2019 Dumaguete City, Philippines

BS Industrial Engineering

Cebu Institute of Technology - University

- 2012 - 2017 Cebu City, Philippines

INDUSTRY EXPERTISE

Home improvement



Health, wellness & skincare



Software/IT



Products and E-Commerce



SUMMARY

I'm a forward-thinking digital marketing professional catering to entrepreneurial clients embracing bold and visionary plans to reach specific business and personal goals. With my experience in industrial engineering, sales, and marketing, I can help your business grow.

KEY ACHIEVEMENTS



Traffic Increase Success

Increase in traffic in the home improvement projects of the client



Content Team Leadership

Successfully managed 6 content writers and 15+ projects



Social Media Strategy

Implemented creative social media campaigns, increasing engagement rates

LANGUAGES

English

Proficient



Cebuano

Native



Tagalog

Proficient



TRAINING / COURSES

Digital Marketing Course

University of the Philippines Online University Finished with High Distinction

SKILLS

SEO

Social Media Management

Content Writing

Project Management

Graphic Design

Page Optimization

E-mail Marketing

Keyword Research

FIND ME ONLINE



LinkedIn

Eve Gayle P. Garcia