



EARVIN BITOY

VIRTUAL TEAMMATE



SKILLS SUMMARY

- Email Marketing
- Data Analysis and Analytics
- Data Entry
- Market Research
- Social Media Management
- Branding and Brand Strategy

TOOLS

Hubspot
Zoominfo
Google Workspace
Linkedin
Filmora
Microsoft Tools
Email Management
SEO Tools
Canva

PERSONAL PROFILE

A dynamic **Marketing Specialist** with a strong track record in enhancing brand presence and engaging diverse audiences through strategic marketing initiatives. With over 5 years in sales and marketing, specializing in lead generation and online engagement.

WORK EXPERIENCE

MARKETING COORDINATOR

[Engagis | Enabl | April 2023- May 2024](#)

- Led sales and marketing initiatives by conducting targeted prospect research, optimizing CRM data for better lead engagement, executing effective email marketing campaigns, and increasing web traffic through strategic SEO and engaging content creation.

SOCIAL MEDIA MANAGER & RECRUITMENT OFFICER

[Empowerlink Information Services | April 2020 - December 2022](#)

- Orchestrated impactful social media campaigns and influencer partnerships, managed online communities, and analyzed performance metrics to enhance brand presence and optimize recruitment processes.

INSIDE SALES AGENT

[Accredited Investors LLC | June 2017 - March 2020](#)

- Executed outbound cold calling strategies, effectively scheduling follow-up activities.

EDUCATION HISTORY

[Lourdes College](#)

- BA Mass Communication | 2019-2020