

PROFESSIONAL OVERVIEW

Senior global digital marketing and social media specialist with a background in international organizations, the private sector, tech startups, and digital marketing agencies. Experienced leading and managing cost-effective, and data-driven global digital marketing campaigns across multiple audiences. Knowledge of the needs of partners, clients, staff, technical specialists, and designers, as well as how the digital ecosystem works in a global setting.

EXPERIENCE

United Nations International Children's Emergency Fund (UNICEF) - Innovation, New York | June 2016 - Present

Senior Digital and Social Media Lead, Communications - Global

- Developing digital and social media strategies and producing global digital campaigns to all UNICEF Innovation initiatives.
- Managing overall branding and positioning; gatekeeper of UNICEF Innovation's content - digitally.
- Mentorship and advisory to the UNICEF Innovation Fund Portfolio of startups on their digital communication strategy and roll-out.
- Developing digital and social media sourcing strategy for UNICEF's venture fund and towards potential targeted external partners.
- Developing global processes, principles, protocols, guidance on social media and content curation to UNICEF Innovation colleagues & focal points worldwide.

LT Network - Digital Marketing Agency, Melbourne | Jan 2016 - May 2016. Senior Account and Marketing Manager

- Managed the agencies' 2 biggest accounts with 30-40 franchise clients
- Facilitated regular training to 80 franchise owners on content creation, lead generation tactics, data analytics management & customer acquisition.
- Built and executed digital and social media strategies for each client's social media channels

Peazie - Digital Marketing Agency, Melbourne Feb 2015 - Jan 2016 2016. Client and Marketing Manager

- Management of a client portfolio of 15 -- designing strategies, tactics and content streams to increase engagement and reach on online communities from data analytic insights
- Built quality databases for clients through lead generation & data acquisition campaigns
- Conducted digital marketing and social media training regularly to our client's stakeholders.

ANGELICA GUSTILO ONG

University of Melbourne - Digital Learning Courses, Melbourne | Oct 2014- Feb 2015. Social Media Manager

- Developed branding activation and strategies for the launch of the University of Melbourne's online (undergraduate and master) courses to potential students including designing all multimedia assets
- Conducted qualitative and quantitative market research
- Collaborated with experts, educators, research assistants and students to enrich content marketing initiatives.

HIGHLIGHTS

- Developed UNICEF Innovation Fund sourcing strategy on digital and social media - an average range of 70-100 startups worldwide apply per campaign to receive seed funding.
- UNICEF Global digital communications reaching 6 million followers on average
- Increased UNICEF Innovation's social media engagement by 110%
- Solely developed and implemented the digital and marketing strategy for Marshall White - Real Estate -- making them number 1 in digital/social within the real estate industry in Australia.
- Co-founder of 2 companies (events agency and fashion label) between the age of 19-23

SPEAKING ENGAGEMENTS

- Speaker - DMWF 2017, New York: Exploring the Future of Marketing Technologies - alongside Facebook, Reuters, Twitter, Microsoft - to name a few.
- Speaker - Edge Summit 2019, New York, Fordham University Lincoln Center - How brands are creating targeted, multi-channel campaigns using digital, data-driven strategies.
- Speaker - DMWF 2019, New York, Brooklyn Expo Centre - Digital Marketing Technologies, Virtual Reality, Artificial Intelligence, Influencer Marketing, UX, CX, eCommerce, Content Marketing, Data, Analytics, and Mobile.

EDUCATION

- University of Melbourne | Master's Degree - 2013-2015 - Executive Master of Arts - Marketing, H1 Distinction. GPA Equivalent: 4.0
- De La Salle University | Undergraduate - 2006-2009 - Bachelor of Science in Business Advertising Management - Honourable Mention Awardee

TECHNICAL SKILLS

- Adobe Creative Suite, Video editing, Basic HTML coding, Website development, data aggregation, and analytics. Digital media management platforms and CMS systems. Google Analytics and AdWords, SEO, email marketing platforms.

REFERRALS

- Available upon request