

# LUISITO PASCUA

Digital Marketing Executive

With over 10 years of expertise in the dynamic sector of digital marketing, I bring a strong skill set that combines creative flair with marketing savvy. My creative skills extend from high-impact marketing materials to comprehensive brand identification projects, and I am proficient in Adobe Creative Suite. My approach, which combines creativity and strategic planning, has earned me a reputation for excellent collaboration with cross-functional teams and clients.



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+971-50-163-9908



Dubai-United Arab Emirates



UAE Driver license

## SKILLS

Graphic Design

Layout Design

2D Modeling

Digital Illustration

Video Editing

Photo Editing

Photography

Website Design

Social Media Campaign

Digital Marketing

Google ads

Email Marketing

SEO,SEM,CPC,PPC

Amazon Listing

Noon Listing

## WORK EXPERIENCE

### Digital Media Marketing / Graphic Designer Madhoo Supermarket LLC

09/2020 - 5/2024

#### Achievements/Tasks

- Developed and implemented a comprehensive A/B testing strategy for marketing campaigns on Facebook, Instagram, and TikTok that successfully increased ROI.
- Created, managed, and optimized digital pay-per-click advertising campaigns through the use of Google Ads, SEO, and Google Analytics tools; designed and executed market-leading paid search and social media strategies that amplified brand awareness.
- Crafted advertising campaigns for sponsored brands, products, and displays on Amazon and Noon; managed product listings across multiple platforms, including Amazon and Noon, while ensuring brand consistency and SEO optimization.
- Designed unique product labels and packaging that aligned with the brand's aesthetic and ethos.
- Conducted comprehensive market research to inform and refine advertising and marketing strategies.
- Managed multiple projects concurrently, prioritizing tasks and responsibilities to meet strict deadlines.
- Collaborated with cross-functional teams to ensure seamless and efficient project execution, from inception to completion.
- Produced and maintained comprehensive brand guidelines, ensuring consistent branding across all marketing materials and digital touchpoints; created visually compelling designs for a variety of print and digital media, including logos, brochures, websites, and social media graphics.
- Conducted in-depth research on emerging design trends, technologies, and the competitive landscape.
- Supervised the setup and maintenance of quality studio lighting for product and lifestyle photography shoots.
- Ensured the quality and accuracy of graphic materials by conducting meticulous assessments before final approval.
- Developed an online visibility strategy that led to a 30% increase in customer engagement across multiple platforms.
- Collaborated with team members to ensure strict adherence to project deadlines without compromising on quality.
- Worked closely with web developers to design user-friendly websites that are visually appealing and optimized for SEO.
- Executed social media initiatives that significantly boosted traffic and visibility across multiple brand channels.

## WORK EXPERIENCE

### **Digital Media Marketing/ Graphic Designer**

Day to Day International LLC

07/2018 - 08/2020

Dubai, UAE

#### *Achievements/Tasks*

- Created innovative designs tailored to various customer demographics and store locations, strengthening brand identity.
- Managed high-quality photography for promotional materials used in both digital marketing campaigns and retail branches.
- Spearheaded the creation of print materials including banners, posters, business cards, and fliers.
- Designed and updated digital advertising materials for magazine publications and website platforms.
- Implemented social media strategies that effectively increased brand traffic and visibility across various online channels.
- Collaborated with the management team to incorporate the most up-to-date social media techniques.
- Developed and managed an inventory of marketing assets for quick and efficient campaign roll-outs.
- Analyzed key metrics from implemented marketing strategies to continuously refine and improve advertising efforts.
- Worked in tandem with external vendors and internal teams to ensure cohesive and high-quality design work.
- Maintained project timelines, effectively prioritizing tasks in a fast-paced environment to meet all deadlines.

### **Graphic Designer/ IT Admin**

Mohd. Al Khatib LLC

06/2017 - 05/2018

Sharjah, UAE

#### *Achievements/Tasks*

- Provided comprehensive technical support solutions to diverse business clients, thereby increasing operational efficiency.
- Installed, configured, and maintained software, hardware, and network systems, ensuring uninterrupted business operations.
- Developed and implemented IT policies that effectively improved system efficiency and security across the organization.
- Conducted staff training sessions on software and system usage, fostering a more tech-savvy work environment.
- Collaborated with IT professionals to address and resolve complex technical issues, providing robust solutions.
- Crafted creative design solutions for clients in multiple industries, adhering to specific brand guidelines and needs.
- Coordinated with external vendors and internal teams for the seamless integration of hardware and software systems.
- Executed regular system audits to identify potential vulnerabilities and recommend proactive security measures.
- Managed multi-platform software upgrades, ensuring all systems remained current and functional.
- Engaged in troubleshooting activities, quickly diagnosing and solving problems to minimize downtime.

## EDUCATION

### **Bachelor of Science in Computer Science**

AMA Computer University

Philippines

## TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint & Outlook)

SEO, Google Analytics, Paid Social Media Advertising

Adobe Creative Suite

Sketch

CorelDRAW

GIMP

## LANGUAGES

English



Tagalog



## REFERENCES

Available upon request.