

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 Madhoor 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.