

# *Jemaima Trivinio Rivera*

## **Social Media & Content Creator Specialist Manager Dubai, UAE**

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“Building and Determined to develop Various Marketing Schemes and Strategies for Companies/ Product and Campaigns. Executing Social Media strategy through Competitive and Audience Research & Setting up and Optimizing company pages within each social media platform and create Content that catch the attentions”

### **Social Media Specialist Manager – Grafix Advertising Inc. Dubai UAE- July 1. 2018 to Present**

- Developing social media content plans that are consistent with the company's brand identity.
- Creating consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.
- Managing a high volume of daily social media posts.
- Communicating with social media followers, including responding to queries in a timely manner.
- Developing and managing social influencer programs and attending social influencer events.
- Using analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Preparing monthly reports on social media marketing efforts.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions
- Design digital media campaigns aligned with business goals
- Coordinate the creation of digital content (e.g. website, blogs, press releases and

- Manage end-to-end digital projects
- Establish our web presence to boost brand awareness
- Maintain a strong online company voice through social media
- Liaise with Marketing, Sales and Product development teams to ensure brand consistency
- Suggest and implement direct marketing methods to increase profitability
- Monitor ROI and KPIs
- Stay up-to-date with digital media developments
- Performing other duties when needed.

**Content Creator & Concept Advisor Manager- Grafix Advertising Inc, Dubai UAE- July 1, 2016 to June 30, 2018**

- Build, lead, and review work of the creative team in the production of all web, print, and digital marketing collateral
- Spearhead and manage content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology
- Collaborate with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities
- Develop internal marketing campaigns that translate marketing objectives across business units into clear and motivating creative strategies
- Analyze brand tracking, market trends, consumer need, and the competitive landscape
- Meet budget standards by forecasting and managing expenses
- Supervise a cross-functional team of graphic designers, copywriters, social media experts, photographers/videographers, and project managers in the strategic development of messages and deliverables
- Prioritize work and resources across engagements based on short- and long-term needs, establishing production schedules by collaborating with designers, copywriters, and production departments.
- Conduct brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner
- Review and approve art and copy developed by the team, ensuring deliverables that effectively address marketing goals and challenges
- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences
- Present, or oversee presentation of final concepts, and obtain approvals for deliverables.
- Conduct secondary research, including finding information from industry associations, statisticians and marketing experts.
- Generate reports that analyze competition and customers.
- Offer insights about product potentials.
- Be familiar with advanced statistical analysis and research methodologies, along with common computer programs
- Research industry-related topics
- Prepare well-structured drafts using digital publishing platforms
- Create and distribute marketing copy to advertise our company and products
- Interview industry professionals and incorporate their views in blog posts
- Edit and proofread written pieces before publication
- Conduct keyword research and use SEO guidelines to optimize content
- Promote content on social networks and monitor engagement
- Identify customers' needs and recommend new topics

- Measure web traffic to content
- Update our websites as needed

#### **Brand Specialist-Grafix Advertising Inc.,Dubai UAE-January 2013 – June 2016**

- Researched and analyzed a variety of marketing information, including market trends, pricing schedules, competitor offerings, product specifications, and demographic data
- Present findings to marketing teams to help guide the direction and activities of the department
- Developed new marketing strategies and campaigns based on detailed analysis of market forces
- Worked with creative teams to come up with branding ideas, advertising copy, graphic designs, and promotional materials
- Identified the appropriate media channels where each product or service's marketing materials can be delivered to the public
- Enforced brand marketing guidelines throughout each product to create a cohesive feel to each campaign
- Provides expert direction and insight to marketing staff members throughout each project or campaign
- Acts as a go-to resource for up-to-date, accurate research and market information
- Tracks marketing strategy results closely and creates detailed reports with data analysis and other feedback
- Adjusts marketing plans as needed in response to data tracking efforts
- Reports findings and results to upper management and executives

#### **Brand Campaign Analyst-Grafix Advertising Inc.,Dubai UAE-December 2008 – January 2013**

- Worked with the communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.
- Applied sales forecasting techniques and strategic planning to verify sales and profitability of products, lines and services.
- Analyzed third-party data and investigated new growth opportunities.
- Directed the hiring, training and performance evaluations for marketing and sales staff and supervised their daily activities.
- Cultivated effective partnerships with engineering, marketing, sales and customer support staff
- Analyzed usage patterns to understand ways in which customers used company products and services.
- Coordinate art and graphics creation for effective merchandising.
- Completed quarterly forecasting and monthly financial reviews.
- Developed pricing strategies while balancing firm objectives with customer satisfaction maximization.
- Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.
- Collaborated with developers, advertisers and production managers to market products and services.

- Travelled nationally and internationally to meet with customers and deliver clear company messages.
- Directed and coordinate the marketing activities and policies to promote products and services.
- Initiated market research studies and analyzed findings.
- Identified value propositions and key messages for all of the company's marketing campaigns. Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Analyzed business developments and monitored market trends.
- Created high-quality marketing strategy documentation, including product marketing brief, FAQs and objection handling documents.
- Developed and implemented campaigns for email, online advertising, search engines and direct mail
- Communicate marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Directed product development using in-depth knowledge of vendor landscape and industry insight.
- Consulted with buying personnel to determine projected demand for products and services

#### **Senior Brand Executive- Sphere Events, Dubai UAE- June 1, 2004- November 2013**

- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Developed pricing strategies while balancing firm objectives with customer satisfaction maximization.
- Created high-quality marketing strategy documentation, including product marketing briefs, FAQs and objection handling documents.
- Cultivated effective partnerships with engineering, marketing, sales and customer support staff.
- Consulted with buying personnel to determine projected demand for products and services.
- Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.
- Directed product development using in-depth knowledge of vendor landscape and industry insight.

#### **Skills:**

- Accurate and detailed
- Self-directed
- Multi-line phone proficiency
- QuickBooks expert
- Pleasant demeanor
- Extensive vocabulary

- Strong interpersonal skills
- Resourceful
- Critical thinker
- Compensation and benefits
- Dedicated team player
- Report development
- Microsoft Excel certified
- Report analysis
- Proofreading
- Employee training and development
- Excellent communication skills
- Advanced MS Office Suite knowledge
- Report writing
- Project planning
- Business writing Can speak more than 5 major languages English/ Arabic/ Spanish/ Filipino/ Portuguese)

## Education:

Master of Art & Media Management  
Ludwig Maximilian University September 2008 – 2010

Bachelor of Science in Arts & Culture  
University of Santo Thomas June 2000- April 2004

Secondary & Primary  
St. Mary's School- Dubai September 1990-2000