

IVAN PAOLO ORTUOSTE

aspiring marketer & creative

CONTACT INFORMATION

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PROFESSIONAL SKILLS

- Social Media Analytics (Facebook & Instagram)
- Social Media Strategy
- Copywriting
- Layout Design
- Adobe Illustrator/Lightroom
- Canva (Presentation Creation Tool)
- Market Research
- Microsoft Suite
- SPSS (Basic Proficiency)
- Google Ads & Google Analytics
- SEO

PERSONAL SKILLS & LANGUAGES

High Emotional Intelligence
Personable and Sociable
Meticulous
Strong Written and Verbal Communication

Tagalog - Native Speaker
Spanish - Basic Communication Skills

MY BACKGROUND

I am a meticulous, determined, and ambitious individual who is looking to establish and grow a presence in the field of marketing. Having a keen eye for design and aesthetic combined with my high emotional quotient and strong foundation in psychology, I am confident in my ability to produce emotion-inducing, relevant content that can reach targeted markets.

CAREER HISTORY

Account Manager & Marketing Communications Representative

ACEF Enterprises | February 2018 - Present

- Serve as the company liaison for our assigned clients, and streamlined communication to create an efficient workflow
- Handled accounts receivables and ensured on-time payments from clients
- Medical billing and coding
- Curated blog and social media posts that reflect the company's brand identity
- Drafted a marketing plan and executed marketing strategies to promote the company and boost client acquisition
- Created the company website and other marketing tools

Getty Multicultural Undergraduate Intern

Getty MUI Program | June 2017 - September 2017

- Vendor/artist relations and outreach for annual festival
- Curated content for various social media platforms
- Created newsletters and graphics for outreach
- Worked closely with a small dedicated team and brainstormed ideas to promote the festival and focused on artists and vendor acquisition

EDUCATION & TRAINING

California State University, Long Beach

*Bachelor of Arts, Psychology with a minor in Marketing
August 2013 - December 2017*
