RANA ANN JEANIEN C. VALENZUELA

SOCIAL MEDIA MARKETING MANAGER

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Dubai, United Arab Emirates | June 22, 2000 | UAE Driver's License

SUMMARY

SM Marketing Manager with over **9 years** of experience building and leading marketing functions across real estate, healthcare, hospitality, and F&B. Currently drive group-wide marketing strategy, CRM, and lead generation across five brands at Land Sterling Group, managing a team of 4 and reporting directly to the Group CEO. Previously founded and scaled a marketing department from the ground up, growing lead generation by over 60% and directing a European roadshow that brought in international clients. Skilled in performance marketing, ROAS management, CRM automation (Bitrix, Zoho), and website/content strategy.

WORK EXPERIENCE

Land Sterling Group **Nov 2025 - Present**
Horton Interiors | Vanta Global UAE | Unicorn Cards
UAE | Elements MEP | Click Distribution
Dubai Silicon Oasis HQ
SM Marketing Manager & Group Support
Dubai, UAE

- Act as group marketing lead across multiple brands, working closely with the Group CEO on strategic direction and brand growth.
- Develop and execute new marketing strategy, monthly and annual marketing plans aligned with sales objectives across all group brands.
- Plan and deliver brand events and activations to support lead generation and brand visibility.
- Own group communications, including internal updates and external brand messaging.
- Manage submissions for industry awards and recognitions on behalf of the group.
- Lead CRM strategy and lead generation initiatives, including LIVO automation, to improve pipeline quality and data accuracy.
- Direct analytics and performance reporting, covering leads, ad spend, ROAS, and campaign effectiveness across Meta, TikTok, YouTube, LinkedIn, and Instagram.
- Create and manage brand websites, plus blog and SEO-optimized content to grow organic reach.
- Lead and manage a marketing team of 4, overseeing workload, output quality, and professional development.

Edwards & Towers Real Estate **Oct 2024 – Nov 2025**
Marina Plaza | Jumeirah Golf Estates | Palm Jumeirah
Social Media Marketing Manager
Dubai, UAE

- Lead the digital marketing strategy across multiple premium property locations, generating consistent inbound leads through paid media and SEO
- Created and executed strategic monthly and annual marketing plans aligned with sales objectives and brand growth targets
- Built and delivered high-impact monthly performance reports, covering analytics, lead conversion rates, ad spend tracking, and ROAS
- Directed the creative and operational execution of campaigns across Meta, TikTok, YouTube, LinkedIn, and Instagram
- Oversaw blog development and SEO-optimized property listings to increase organic reach
- Spearheaded the adoption of Bitrix automation, enhancing team productivity and data accuracy

Livin' Experts Real Estate Brokerage LLC **April 2023 – October 2024**
Business Bay, Dubai, UAE
Senior Marketing Executive

- Founded and scaled the marketing department; led brand development, digital infrastructure, and team recruitment
- Formulated comprehensive monthly and yearly marketing strategies, increasing lead generation by over 60%
- Delivered executive-level monthly reporting dashboards, including ROAS, CPL, engagement rates, and channel performance
- Directed a successful European real estate roadshow, building global awareness and acquiring high-value international clients
- Implemented advanced CRM automations and optimized digital workflows via Bitrix and Zoho

Deluxe Holiday Homes LLC **August 2022 – March 2023**
Al Barsha, Dubai
Listing Manager

- Promoted within 1 month for outstanding performance in content accuracy, project coordination, and listing quality
- Led property marketing strategy across OTA platforms, improving booking conversion by streamlining property descriptions and visuals
- Developed and submitted monthly property listing performance reports including occupancy insights and optimization proposals

Smiles at 34th Dental Clinic **Jan 2022 – Jun 2022**
Dasmarinas, Cavite, Philippines
Social Media & Marketing Manager

- Architected the brand's digital footprint and advertising strategy from scratch
- Created monthly and yearly strategic plans with goals tied to patient growth and brand engagement
- Deployed and reported on paid campaigns with clear ROAS benchmarks, generating a 5x average return
- Produced real-time analytics dashboards to measure performance and refine tactics proactively

One Outsource Direct Corporation **July 2021 – Dec 2021**
Isla-Solane Gas / Globe Telecom / OneTech
Makati, Philippines
Social Media & Marketing Manager

- Simultaneously led marketing strategy across 3 major brands, managing media budgets and campaign delivery
- Developed annual marketing blueprints and content calendars tailored to each brand's KPIs
- Delivered in-depth analytics reports monthly, highlighting engagement trends, ROAS, and optimization paths
- Strengthened omnichannel presence by aligning content strategy with customer behavior insights

University of the Philippines (Contract) **Jan 2021 – May 2021**
Remote - Manila, Philippines
Proofreader / Marketing Creative Support

- Delivered brand-consistent creative materials for higher education marketing campaigns
- Conducted thorough quality assurance checks and assisted with layout design for publications

Skin Shine Aesthetic Clinic **July 2019 – Dec 2020**
Dasmarinas, Cavite, Philippines
Marketing Manager

- Planned and executed long-term digital strategies, achieving consistent lead generation and brand growth
- Oversaw daily operations of marketing department; built SOPs for reporting, campaign testing, and customer communications
- Reported monthly KPIs, ad spend performance, and ROI to management

McDonald's Philippines
Manila, Philippines **April 2017 – June 2019**
Marketing Specialist

- Received "Best in Marketing" for two consecutive years and awarded multiple employee recognitions
- Led local store marketing, coordinated community events, and implemented customer engagement programs
- Created monthly sales reports, including ad response tracking and campaign effectiveness

EDUCATION

Bachelor of Scrience in Hospitality Management specialize in Cruiseline Operation **2019-2022**
St. Dominic College of Asia
Batch S.Y 2019-2022

Science, Technology, Engineering and Mathematics (STEM) **2017-2019**
St. Jude College Dasmarinas Cavite Inc.
Batch S.Y 2017 - 2019

APPLIED PROGRAM

Bachelor of Science in Business Administration
Major in Marketing Management
Expanded Tertiary Education Equivalency and Accreditation Program (ETEEAP)
Lyceum of the Philippines University – Manila

CORE LEADERSHIP SKILLS

- Strategic Marketing Planning (Annual & Monthly)
- Paid Media Campaigns (Meta, Google, TikTok, LinkedIn)
- Performance Marketing & ROAS Management
- Team Leadership & Department Building
- Marketing Automation (Bitrix, Zoho, HubSpot)
- Lead Generation & Sales Enablement
- SEO, SEM & Content Strategy
- Analytics Reporting & Dashboard Creation

TECHNICAL PROFICIENCIES

- Meta Business Suite | Ads Manager
- Google Ads
- Google Analytics | Tag Manager | Zoho Analytics
- Adobe Photoshop, Illustrator, Premiere Pro, Lightroom
- Final Cut Pro
- CapCut, Canva
- CRM: Bitrix, Zoho, HubSpot (Basic)
- Microsoft Office | Google Workspace
- Website Management & Creation | Wordpress & Wix

LANGUAGES

- English – Full Professional Proficiency
- Filipino – Native

CHARACTER REFERENCES

Omar Abdelrehim
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If you require more information or supporting documents, I would be happy to provide them upon request.

Rana Ann Jeanien C. Valenzuela
Social Media Marketing Manager
Land Sterling Group