

RANA ANN JEANIEN C. VALENZUELA

SOCIAL MEDIA MARKETING MANAGER

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June 22, 2000 | UAE Driver's License

SUMMARY

A highly accomplished social media manager & senior marketing executive with over 8 years of progressive experience in digital marketing, brand management, and advertising. Proven success in building marketing departments from the ground up, driving performance-based campaigns, and leading cross-functional teams across real estate, healthcare, hospitality, and F&B industries. Specializes in strategic planning, team leadership, CRM automation, and performance analytics.

WORK EXPERIENCE

Edwards & Towers Real Estate **Oct 2024 – Present**
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
Al Barsha, Dubai
Listing Manager

August 2022 – March 2023

- 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
Dasmarinas, Cavite, Philippines
Social Media & Marketing Manager

Jan 2022 – Jun 2022

- 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
Isla-Solane Gas / Globe Telecom / OneTech
Makati, Philippines
Social Media & Marketing Manager

July 2021 – Dec 2021

- 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)
Remote – Manila, Philippines
Proofreader / Marketing Creative Support

Jan 2021 – May 2021

- 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
Dasmarinas, Cavite, Philippines
Marketing Manager

July 2019 – Dec 2020

- 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
Marketing Specialist

April 2017 – June 2019

- 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 Science 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

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

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

CHARACTER REFERENCES

Omar Abdelrehim

Managing Partner / Sales Director – Livin' Experts Real Estate
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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
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Edwards and Towers Real Estate Brokerage LLC.