



LIEZL LEINE PEREZ

DIGITAL MARKETING MANAGER/CONTENT STRATEGIST

ABOUT ME

Creative professional with solid experience in **graphic design**, **video editing**, and **art direction** for social media. I've handled both the creative and management side of **digital marketing** — from planning and producing content to **leading a team** and executing campaigns. I take pride in bringing fresh ideas to every project, keeping visuals on-brand, and helping the team deliver results that make an impact online.

CONTACT ME

- +6397 7240 3961
- ohnamiiofficial@gmail.com
- Taytay, Rizal, Philippines

EDUCATION

EULOGIO "AMANG" RODRIGUEZ
INSTITUTE OF SCIENCE
AND TECHNOLOGY

BACHELOR OF SCIENCE IN COMPUTER SCIENCE
MAJOR IN COMPUTER PROGRAMMING

GRADUATED: AUGUST 2023

PUBLIC INFORMATION OFFICER,
COMPUTER SCIENCE ASSOCIATION -
(S.Y. 2021 - 2022)

REFERENCES

ARON TIAMZON

(0945) 259 3081

BRAND MARKETING OFFICER
GICF, INC.

GAME EXPERIENCE



PORTFOLIO

GRAPHIC DESIGN
PROJECTS

SOCIAL MEDIA
PROJECTS



WORK EXPERIENCE

Team Lead/ Content Strategist

PERYAPLAY | BUFFS Studio

JULY 2025 - DECEMBER 2025

Leads the overall **content strategy** from ideation to execution across static posts, video reels, and motion graphics. **Manages a creative team** by assigning tasks, reviewing outputs, and ensuring brand quality and consistency. **Oversees campaign planning**, including promotional activities and **budget requests**, to ensure all marketing initiatives are delivered on time and aligned with brand goals.

Multimedia Artist

MEGAWORLD RESORT ESTATES, INC.

JUNE 2024 - JUNE 2025

Managed the **end-to-end creation** of promotional materials for both **digital and print**, including **posters, flyers, Reels, and promotional videos**, to elevate brand presence. Developed visually compelling content to showcase high-end properties, ensuring alignment with the company's upscale branding. Led marketing efforts for key projects such as **Westside City, Bayshore, Sunnycoast, and Arcovia City**, handling the design and production of digital and printed materials, as well as video content for campaigns targeting potential buyers and investors.

Jr. Graphic Artist

MOTORCYCLECITY

MARCH 2023 - FEBRUARY 2024

Enhance **marketing collateral** for effective brand communication. Specializing in editing materials like **bulletins, social media banners, tarpaulins, flyers, and roll-up banners**.

Graphic Artist/ Social Media Manager

GRABMOTO

FEBRUARY 2022 - MARCH 2023

Create visually **engaging promotional content** for **Facebook, Instagram, and TikTok**. Managing social media accounts for **10 brands**, spanning various industries, I handle **customer service**, **curate content** for **Shopee and Lazada**, and create promotional materials for targeted campaigns.

FREELANCE

Marketing Specialist

Lita

Managed social media platforms and crafted compelling graphic designs to strengthen **brand presence**. Created promotional materials, including **posters and video advertisements**, to drive engagement. Designed **in-app frames** to enhance user experience and maintain visual consistency. Combined creativity with strategic marketing to effectively promote the brand across digital platforms.

Multimedia Artist

AUGMENT
DIGITAL MARKETING

Creates **5-6 engaging video** reels daily for international skincare brands and **designs up to 20 marketing graphics** to support digital campaigns. Develops **email marketing layouts and landing pages** while building cohesive brand identities for beauty and skincare clients.

Digital Marketing Specialist

PLANET VAPE

Designed engaging **posters, mockups, and Reels videos** to enhance brand presence on Facebook and Instagram. Managed social media platforms, ensuring consistent branding and audience-focused promotional content. Created **PR kit content videos**, including **digital assets and marketing collateral**, to support brand campaigns. Handled video editing and optimized visuals for digital marketing, increasing online engagement and reach.

Social Media Manager

DARK LEAGUE STUDIOS | ESTUDYANTE ESPORTS | CAPSULE

Managed and **developed content** for three Facebook pages: **PBA Esports, Estudiante Esports, and Dark League Studios**. Created and maintained comprehensive **content calendars**, including designing **in-art copy** for promotional posters and crafting engaging **ad captions**. Provided **real-time updates** during esports tournaments and on-ground events, capturing and posting photos with live captions. **Actively engaged** with followers to enhance community interaction and ensure effective event coverage.

SOFTWARE



TOOLS



SPROUT SOCIAL



META BUSINESS SUITE



CLICK UP



LARK



SLACK



ASANA