



# Joanne Mendoza

Facebook Ads and Social Media Strategist

Metro Manila, PH

[Portfolio link](#)

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## Links

[LinkedIn](#)

## About

I'm here to get your business online more exposure, generate leads and, more sales.

Here's what I specialize in:

- Social Media Strategy
- Content planning and design
- Scheduling posts
- Client Prospecting
- Instagram and Facebook Marketing (Paid Ads and Organic Campaign)
- Clickfunnels
- Zapier CRM
- Lead generation (using tools such as Propertyradar.com)
- Project management (using tools such as Slack, Trello, and Asana)

I've taken and done courses with relevance in SMM from online learning such as LinkedIn Learning. I take everything I've learned, plus deep research in your business, your market, your competitors, and your customers, and combine it to create a high-converting sales engagement with your social platform.

I work with the type of business owner or clients who care about quality because you know getting A+ work will put more money in your pocket. If that sounds like you, I am the right person to help you achieve your business goals.

Now here's how you can start to achieve those goals;

Send me a message with a bit about your company, your track record, and your project. If it seems like a good fit, we'll schedule a talk.

I believe I can apply this someday when I found a client that will trust and believe in my talent, skills, knowledge, and experiences.

### BRANDS WORKED WITH

- Aljhen's Kitchen
- GREEN POWER PROS
- LEC
- Melpro Digital Lab
- Realty One Group Paramount

## Experience



### ● Social Media Strategist

Realty One Group Paramount | Nov 2022 -

- Create social media content that aligns with the business goals.
- Create a marketing plan that aligns with the business goals.
- Create social media content graphics and videos using the Canva tool and other 3rd-party tools
- Schedule posts using a scheduler tool.
- Input and organize all the tasks or to-do lists on the Trello board.
- Do a competitor analysis and keep up-to-date with the trends to inform social media content strategy.

### ● Facebook Ads Specialist

Melpro Digital Lab | Nov 2022 - Mar 2023

- Create paid campaigns for the online casino games industry using the Facebook Ads Manager tool.
- Optimize each campaign to achieve the client's goal.
- Fix issues when errors or ad rejections occur during the running of the campaign.

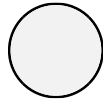
- **Online Sales Manager**

LEC | Apr 2022 -

Giving direction to the Online Sales team to boost sales performance  
Collaborate with the Marketing team for Digital Marketing efforts such as Facebook & IG Ads, SMM organic campaigns, SEO and SEM

- **Facebook Ads & Social Media Strategist**

Aljhen's Kitchen | Dec 2021 - Jan 2022



- **Facebook Ads Specialists**

GREEN POWER PROS | Oct 2021 - Dec 2021

## **Education & Training**

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2007 - 2009

- **Datamex Institute of Computer Technology**

Associate's degree,