

SHIELA LANTACA

MARKETING SPECIALIST

Personal Profile

A dedicated marketing professional with experience in developing digital campaigns and a desire for an engaging position in the field of Digital Marketing and Graphic Design.

Work Experience

Marketing Communications Specialist

Atlohsa Family Healing Services, London ON

April 2021 – Present

- Develops and produces marketing content and graphics both digital and print.
- Plans and creates marketing campaigns and maintains social media calendar on a daily basis.
- Works collaboratively with team members, program leads and vendors to support the implementation of digital development.
- Establishes and maintains monthly baseline metrics and reports for campaign evaluations including email marketing, social media, SEO and website analytics dashboards.
- Monitors and manages the organization's social media platforms and website.
- Participates in program event planning and fundraising administration.
- Responsible for managing the online store via eCommerce platforms (Square) including posting and displaying of the items, making sure that all links are working and updating the database.

Fundraising Office Assistant

Atlohsa Family Healing Services, London ON

July 2020 – March 2021

- Assisted with the coordination and development of sponsor materials and other stewardship activities.
- Assisted with the distribution of sponsor reports and communications.
- Provided administrative, graphic design and marketing support.

Office Administrator

Al Nawras International General Trading Co., Dubai, UAE

July 2020 – March 2021

- Performed secretarial duties, data entry, received and screened office calls and correspondence.
- Designed logos, company profiles and business cards for the company.
- Accurately maintained a variety of logs and files both soft copy and hard copy.
- Monitored departmental materials and supplies and orders as needed.
- Assisted co-workers with everyday IT needs.

Contact

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Education

Business Marketing (Co-op)

Fanshawe College, London ON

May 2019 – April 2021

Computer Information Technology

STI College, Philippines

June 2007 – March 2009

Technical Skills

- Graphic Design: Adobe Creative Suite, Canva
- E-Commerce: Square, Shopify
- Social Media Management: Sprout Social, Hootsuite
- Digital Marketing Tools: Google Analytics, Google Ads, SEO Optimization
- CRM Tools: Hubspot, Mailchimp
- Microsoft Office Suite
- Web Design: Wordpress, Elementor
- Video Editing: Sony Vegas Pro, Premiere Pro

Core Competencies

- Confident self-identity
- Self-starter, motivated to succeed
- Independent problem solving and decision-making abilities
- Interpersonal skills
- Fluent in English
- Team player
- Time management
- Strong commitment to quality