

Lou Yzabel G. Villarino



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PROFESSIONAL SUMMARY

Marketing and Brand Strategist with 5+ years of experience driving digital growth across healthcare, BPO, and tech sectors. Proven track record in scaling social media audiences, launching performance-driven ad campaigns, and strengthening brand presence through data-backed storytelling. Currently pursuing a Master's in Marketing Communication at De La Salle University, with a focus on strategic brand development and integrated digital marketing.

EXPERIENCE

Marketing and Brand Specialist

HSM Worx (formerly HSM Business Consultancy)

Sept 2025 – Present

- Owned marketing and brand growth strategy across digital channels, balancing performance marketing with long-term brand equity.
- Built and optimized acquisition funnels, reducing CPA through continuous testing and data-driven decision-making.
- Defined and maintained brand voice, messaging pillars, and visual consistency across customer touchpoints.
- Led cross-functional execution across content, engagement, and paid media teams.
- Delivered performance insights and growth recommendations directly to leadership.
- Managed full-funnel campaigns from ideation to reporting, ensuring measurable ROI.

Independent Digital Marketing Specialist

Freelance

May 2024 – Sept 2025

- Managed and optimized social media pages for multiple brands and institutions, including multilingual accounts, to strengthen digital presence and engagement.
- Planned and executed paid advertising campaigns across Meta Ads and Google Ads to increase brand awareness, app installs, and qualified lead generation.

- Developed and designed graphic and digital marketing materials such as brochures, flyers, and online creatives aligned with brand identity and audience insights.
- Created and implemented content strategies, including SEO-optimized website articles and user-generated content (UGC), to enhance search visibility and organic traffic.
- Conducted data-driven campaign analysis to identify performance trends, refine ad targeting, and maximize ROI.
- Collaborated with marketing and creative teams to ensure cohesive brand messaging across all digital channels.
- Applied digital marketing best practices to boost engagement, lead acquisition, and long-term audience retention.

CIIT College of Arts and Technology

Part-Time Instructor

Jan 2024 – Oct 2024 | Quezon City, Philippines

- Developed marketing-focused modules and course content that aligned with industry trends in digital and social media
- Contributed to project-based learning experiences by designing digital marketing briefs, campaign simulations, and case examples
- Collaborated with program heads to ensure materials reflected real-world platforms, tools, and best practices

VXI Global Solutions

Digital Marketing Specialist

Sept 2022 – May 2024 | Makati, Philippines

- Led a high-impact social media campaign that increased the company's Facebook page to 3M+ followers in 3 months
- Managed partnerships with public figures and influencers to produce branded content that resonated with Gen Z and millennial job seekers
- Drafted blog and social copy, coordinated creatives with internal teams, and ensured brand consistency across digital touchpoints

VRP Medical Center

Digital Marketing Officer

Jun 2021 – Jun 2022 | Mandaluyong, Philippines

- Managed Facebook and Instagram channels for the hospital, focusing on educational and community-focused content
- Designed visual content for health campaigns, event promotions, and public service updates
- Supported cross-functional event execution and communication strategies during the rollout of the Care Connect app and virtual health programs

Eastman Industrial Supply, Inc.

Marketing Specialist

Jan 2021 – May 2021 | Makati, Philippines

- Developed and curated product-focused content for social media and e-commerce platforms (Lazada, Shopee)
- Initiated a website redesign project for the sister brand, overseeing brand tone, layout, and launch assets

Grupo BPO Service Cooperative

Business Development & Marketing Communications Associate

Feb 2020 – Jul 2020 | Pasig, Philippines

- Created branding and marketing materials for social media and client proposals
- Handled design and copy for weekly email campaigns, digital flyers, and pitch decks
- Coordinated social media rollout plans that supported lead generation and partner engagement
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EDUCATION

De La Salle University

Master in Marketing Communication (LOA)

Adamson University

BA in Communication (2015)

ACTIVITIES

Cavite State University – Bacoor Campus

Guest Speaker

Dec 2022 | Bacoor, Cavite

- Conducted a talk about Digital Marketing and the current trends in marketing.
- Lectured about the history of digital marketing, types of digital marketing, tips for doing a digital marketing plan, etc.
- Responded promptly and thoroughly to any questions raised by the participants.

Adamson University Student Recruitment Section

Student Ambassadors

Jul 2012 – Jul 2015 | Manila, Philippines

- Conducted career talks to different secondary education institutions in and out of Metro Manila to introduce and promote the university.
- Engaged with prospective students at school fairs to highlight the university's offerings and provide guidance on career choices.

SKILLS

Core Competencies:

Digital Marketing Strategy, Growth Marketing, Performance Marketing, Funnel Optimization, Customer Acquisition, Conversion Rate Optimization (CRO), Marketing Analytics, Campaign Management, Brand Positioning, Go-to-Market Strategy, Marketing Automation, Cross-Functional Leadership

Performance & Analytics:

Google Analytics 4, Google Tag Manager, Looker Studio, Meta Ads Manager, Google Ads, LinkedIn Ads, TikTok Ads, A/B Testing, Attribution Modeling, KPI & ROAS Optimization

CRM & Automation:

HubSpot, Mailchimp, Email Lifecycle Campaigns, Lead Nurturing, Audience Segmentation

SEO & Content:

Technical SEO, On-Page & Off-Page Optimization, Keyword Strategy (SEMrush), Content Strategy, Social Media Growth Strategy

Tech & Creative:

WordPress, Canva, Adobe Creative Suite, Adobe Premiere, Microsoft 365

Languages: English (*fluent*), Filipino (*native*)