



Yannie Corvera

DIGITAL MARKETING & CREATIVE PROFESSIONAL | CONTENT CREATION | CUSTOMER EXPERIENCE EXPERT

+639159997098

corverab93@gmail.com

@yancorvera

yanniecakes.com

A results-driven digital marketing professional who transforms brands through strategic creativity and data-driven insights. I've successfully grown social media communities from zero to 10,000+ engaged followers while maintaining exceptional engagement rates. My expertise spans content creation, visual design, and customer experience optimization, with a proven track record of delivering measurable business growth across diverse industries.

Core Competencies

Digital Marketing & Analytics

- ✓ Social media marketing & growth strategies (Instagram 0-10K organic growth)
- ✓ Campaign performance tracking & ROI analysis
- ✓ Content marketing strategy development
- ✓ Brand strategy & visual identity development
- ✓ Influencer marketing & community management

Creative & Technical

- ✓ Photography & professional photo editing (Adobe Photoshop/Lightroom)
- ✓ Video production & post-production editing
- ✓ AI image generation (Midjourney, DALL-E, Stable Diffusion)
- ✓ Visual design, composition & color theory
- ✓ Brand identity development & visual storytelling
- ✓ Content creation across multiple platforms

Customer & Sales

- ✓ Cross-cultural communication & relationship building
- ✓ Customer journey mapping & optimization
- ✓ CRM management & pipeline development
- ✓ Multilingual client support (English/Filipino)

Professional Experience

Content Creator & Social Media Manager

Jan 2022 - Present

Personal Brand Development

- Grew Instagram following from 0 to 10,000+ through strategic content creation and engagement optimization
- Developed cohesive visual brand identity with consistent aesthetic achieving 8.5% average engagement rate
- Created and edited 500+ pieces of visual content using photography and design principles
- Analyzed social media metrics to optimize posting schedule, increasing reach by 250%
- Implemented hashtag strategies and trend analysis for maximum organic growth

Digital Marketing Consultant

May 2023

Nami Surf Stay Resort, Bali (namisurfstay.com)

- Developed comprehensive digital marketing strategy for boutique resort property
- Set up and optimized Google Ads campaigns achieving 3.2% CTR (industry average: 1.91%)
- Conducted keyword research and SEO optimization increasing organic traffic by 45%
- Produced and edited promotional photo/video content for social media channels
- Created visual content calendar aligned with peak booking seasons

Online English Teacher (Part-time)

Mar - Sep 2024

MCLA Mint

- Designed visual learning materials and interactive content for 150+ Korean students
- Created customized multimedia presentations adapted to different learning styles
- Achieved 4.8/5 student satisfaction rating through engaging visual teaching methods
- Developed supplementary digital content increasing student retention by 30%

English Customer Service Representative

Nov 2022 - Jan 2024

Wonders Corporation, Dumaguete City

- Resolved 250+ food-order inquiries daily with 94% first-contact resolution rate
- Identified upselling opportunities resulting in 15% increase in average order value
- Processed 40+ payment transactions daily with 99.8% accuracy
- Analyzed customer feedback patterns to improve service delivery protocols

Virtual Talent Director

Jun 2021 - Oct 2022

Barbizon Modeling and Acting Studio NYC

- Converted 38% of interviewed candidates to paid program enrollment through consultative selling
- Interviewed and evaluated 30+ aspiring models weekly via Zoom across 4 categories
- Directed visual presentation coaching improving portfolio quality scores by 40%
- Managed talent pipeline CRM database of 500+ prospects
- Collaborated with registrar team to streamline payment collection process

Online English Teacher

Jan 2020 - Jun 2021

Rarejob Online ESL

- Taught 400+ Japanese students (ages 5-65) achieving 4.9/5 average lesson rating
- Designed custom visual learning materials increasing student comprehension by 35%
- Utilized TPR, phonics drills, and role-play methodologies for adaptive learning
- Completed 1,500+ teaching hours with 98% attendance rate

English Customer Service Representative

Sep 2018 - Apr 2019

UnitedHealth Group (Dental) - TELETECH Dumaguete

- Handled 50+ inbound calls daily from dental providers regarding insurance coverage
- Maintained 96% CSAT score through effective problem resolution
- Interpreted dental x-rays and treatment plans for accurate benefit verification
- Documented detailed case notes in CRM for seamless follow-up care

Key Achievements

Instagram Growth Case Study

Scaled personal brand from 0 to 10K followers in 18 months through strategic content creation and engagement optimization

10K+ Followers

Nami Surf Stay Campaign

Increased direct bookings by 35% through integrated digital marketing strategy and visual content creation

35% Booking Increase

Visual Design Portfolio

Comprehensive collection of brand identity work, photography, and digital design projects

Available on Request

Content Creation Samples

500+ original photos/videos with consistent brand aesthetic across multiple platforms

8.5% Engagement Rate

Education

Negros Oriental State University

Bachelor of Science in Psychology, 2016-2021

Relevant Coursework: Consumer Psychology, Research Methods, Statistical Analysis, Human Behavior

Languages

English

Native/C2 proficiency
Content creation, copywriting, professional communication

Filipino

Native proficiency
Cultural localization and regional marketing