

WAYNE SHANEN CALUNTAD

Marketing Specialist | Digital Marketing & Project Coordination

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PROFESSIONAL SUMMARY

Marketing Specialist with over three years of experience delivering digital marketing strategy, campaign coordination, and cross-functional communication initiatives. Experienced in content strategy development, social media management, market research, marketing automation, and performance analysis to drive measurable engagement and brand growth.

Demonstrates strong organizational capability and operational discipline, ensuring campaigns are executed efficiently through structured planning, workflow optimization, and data-driven adjustments. Adept at managing multiple projects simultaneously while collaborating with stakeholders to maintain consistent brand positioning and timely delivery.

Proven track record of improving campaign processes, enhancing audience engagement, and supporting business growth through practical marketing execution and analytical insight. Seeking a long-term opportunity where I can contribute strategic marketing capability, reliability, and value within a growth-oriented organization.

CORE COMPETENCIES

Marketing & Digital	Operations & Coordination	Tools & Platforms
- Digital Marketing Strategy & Campaign Execution - Brand Development & Visual Identity Guidelines - Social Media Management (Instagram, Facebook, LinkedIn) - Content Planning & Editorial Calendar Development - Email Marketing & Audience Communication - Market Research & Competitor Analysis - Performance Monitoring & Reporting	- Campaign & Project Coordination - Workflow Optimisation & Process Structuring - Cross-Functional Team Collaboration - Stakeholder & Leadership Support - Compliance-Aware Marketing Execution - Documentation & Asset Management	- Canva (Brand Kits & Digital Assets) - Monday.com (Workflow Optimisation) - Meta Business Suite - Mailchimp - Google Workspace - Microsoft 365 - CapCut - Slack - Zoom - Notion

PROFESSIONAL EXPERIENCE

Jr. Marketing & Operations Assistant *Tofer & Associates* **March 2022 - May 2024**

- Managed social media accounts (Instagram and Facebook), implementing structured content calendars and ensuring consistent, brand-aligned messaging across all platforms.
- Developed and implemented branding guidelines for the firm, CEO, and Marketing Director's professional accounts to ensure visual consistency, tone alignment, and cohesive market positioning.
- Created marketing graphics, short-form videos, and branded digital materials using Canva to strengthen online visibility and audience engagement.
- Developed and maintained content calendars, internal newsletters, and marketing strategies, improving internal communication efficiency.
- Customised and optimised Monday.com workflows to centralise marketing tasks, streamline content asset management, and improve cross-team coordination.
- Identified workflow bottlenecks and proposed structured adjustments to improve task delegation and deadline adherence.

- Monitored engagement insights and compiled structured performance summaries to inform content adjustments and posting strategies.
- Maintained consistent communication with the Marketing Director to ensure campaign objectives were aligned with firm growth priorities.
- Assisted in transitioning and organising administrative processes such as Small Claims and documentation tracking.
- Collaborated with legal and administrative teams to align marketing initiatives with operational capacity and compliance requirements.

Project Staff - Bancassurance

The Insular Life Assurance Co. Ltd.

April 2025 - October 2025

- Coordinated licensing exam schedules and documentation for 100+ candidates, achieving 100% compliance with regulatory standards.
- Produced marketing materials, including creative digital graphics and videos, ensuring on-time delivery to support campaigns and events.
- Assisted in organising branch events and promotional booths, supporting improved participation and engagement from bank sellers.
- Streamlined setup processes for events, reducing delays in materials delivery and booth preparation.
- Organised and maintained marketing tools, sales kits, and campaign materials to support efficient field deployment.
- Assisted in seller enablement campaigns, including events, contests, and promotional drives.
- Initiated and implemented improved inventory management and organisation of Bancassurance tools and materials, enhancing accessibility and reducing stock discrepancies.

Credit Investigator Admin

GDD Documentation Services Inc.

December 2021 - March 2022

- Prepared detailed investigation reports with clear recommendations for credit approvals or denials, contributing to informed decision-making by management.
- Maintained strict confidentiality and secure handling of sensitive client information, achieving zero breaches or errors.
- Coordinated with external departments to gather necessary documentation and resolve discrepancies, reducing processing delays.
- Monitored credit investigation workflows, identifying process improvements and implementing minor adjustments to increase efficiency.

Marketing Assistant

RKK Development Corporation

August 2021 - November 2021

- Supported marketing initiatives for a textile manufacturing company, representing product lines through structured consumer and market research.
- Conducted competitor analysis and industry monitoring to support pricing, positioning, and promotional strategies.
- Designed and executed email marketing campaigns, ensuring all content was proofread for clarity and accuracy, achieving measurable audience engagement.
- Collaborated with the General Manager and production teams to align marketing promotions with inventory availability and production timelines.
- Maintained organised documentation systems to ensure accurate tracking of import, compliance, and supplier records.
- Assisted Receiving and Warehouse departments by ensuring timely submission of complete import documentation, improving internal coordination efficiency.

Education	Certifications
Bachelor of Science in Business Administration (Marketing Managment) Jesus Reigns Christian College, Philippines - 2022	• Graphic Design (Canva) by Kursoph 2024 • Social Media Management by Kursoph 2024 • Strategic SEO: A Quick Start to Reach a Wider Audience by Skillshare (via Coursera) 2026 • SEO Copywriting for Digital Marketing Success by Skillshare (via Coursera) 2026