

CINDERELLA ABUEVA RUIZ

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SUMMARY

Detail-oriented digital marketer with experience across content creation, social media management, and campaign execution. Skilled in both creative and operational work, from producing content and managing platforms to organising workflows and supporting end-to-end operational and marketing activities. Known for bringing clarity, structure, and consistency to fast-moving environments, while keeping work aligned with business goals.

CORE SKILLS

Marketing & Communications - Social Media Management, Campaign Planning & Execution, Content Creation and Strategy, Branding, Email Marketing

Content & Creative - Photography, Videography, Photo & Video Editing, Graphic Design

Operations & Coordination - Project Coordination, Process Improvement, Event and Campaign Support

PLATFORMS & TOOLS

- **Social Media & CMS** - Meta (Facebook, Instagram, Threads), Tiktok, LinkedIn, WordPress (Jetpack), Pic-Time, Contentful
 - **Digital Marketing & E-Commerce** - Shopify, Kajabi, Amazon Web Services, Coach Marketing Machine
 - **AI & Automation** - ManyChat, Claude, Gemini, Artlist, Veed, Kling, Flair, Runwayml, Zapier
 - **Project Management** - Notion, ClickUp, Monday, Asana, Jira, Trello, Toggl
 - **Content Creation** - Adobe Suite (Photoshop, Lightroom, InDesign, Premiere Pro, Firefly), Canva, CapCut
 - **Email Marketing** - Klaviyo, Mailchimp, Flodesk
 - **Data / CRM Systems** - ChiroHD, Platinum Chiropractic System
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TRAININGS & CERTIFICATIONS

- Chiropractic Virtual Training by Sidekicks Services LTD - 2026
- Pearson PTE English Language Proficiency - 2026
- Lean Six Sigma Foundations by Project Management Institute, Inc. - 2024
- Advanced Facebook Advertising - 2024
- Shopify E-Commerce Marketing Strategy by LinkedIn Learning - 2024
- Content Creation Strategy and Tools by LinkedIn Learning - 2024
- Project Management Foundations by LinkedIn Learning - 2024
- Photoshop 2024 Essential Training by LinkedIn Learning - 2024

WORK EXPERIENCE

Salubre Skin Solutions

Boronia, VIC - Part-time

April 2023 - January 2025, August 2025 - Present

- Develop and manage content plan and content calendar
 - Create a variety of content, graphic layouts, video edits, and copies for Facebook, Instagram, Klaviyo and Shopify
 - Conceptualise and execute online advertisements (Google and Meta Ads)
 - Oversee e-commerce website optimisation, create funnels and workflow automations
 - Build landing pages on Shopify for marketing initiatives
 - Craft newsletters on Klaviyo
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The Sally Morris

Dubai, UAE - Part-time

August 2023 - Present

- Led a full website revamp on Kajabi, including creation of branded assets, content reorganisation, and complete website redesign to improve structure and user experience
 - Created a range of digital content, including graphic layouts and video edits, for use across the Kajabi platform
 - Managed and maintained website optimisation, including funnels and workflow automations within Kajabi
 - Built and updated landing pages to support marketing campaigns and lead generation
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Sidekicks Services LTD

Hunstville, Utah - Full-time

May 25, 2019 - December 2023

- Plan, develop, and execute digital marketing strategies to support business and client growth
- Assist in client retention by presenting insights, strategy recommendations, and campaign solutions
- Contribute to the creation of internal policies for content creation, social media, graphics, and lead generation
- Manage content creation across major platforms (Facebook, Instagram, TikTok, LinkedIn) to strengthen brand presence and engagement.
- Design visual assets, including graphics and multimedia content, for digital campaigns and advertisements
- Manage website content by writing copy, improving pages, and incorporating SEO practices
- Oversee the execution of graphic design, multimedia, and creative projects for clients
- Conduct market and competitor research to inform campaign planning and content
- Plan and roll out online campaigns aligned with company revenue targets

CONTRIBUTIONS TO CLIENTS:

Ruth Schwartz, PhD

- Managed email marketing campaigns using Kartra and Amazon Web Services (AWS)
- Built landing pages to improve visibility and conversions
- Designed graphics for webinars, events, and online activations
- Conducted community moderation across Facebook, Instagram, and Meetup

Riccardo Campione

- Managed and moderated social media channels (LinkedIn, Twitter, Instagram)
- Conducted lead generation using Dux Soup and delivered prospect lists

Pawzitivity, Inc.

- Produced visual content and managed Facebook and Instagram pages
- Increased social media reach through consistent content posting

WORK EXPERIENCE

Emerald Digital Solutions

Content Creation and Management - Part-time

July 12, 2022 - November 30, 2023

Client: The Burger Joint

- Led digital marketing and social media campaigns, including Meta ads and boosted posts (Facebook and Instagram)
 - Executed marketing strategies to produce promotional photos, videos, and graphic design materials
 - Planned and executed promotions and brand activations from concept to post-campaign review
 - Coordinated influencer partnerships and brand collaborations to increase brand visibility, market reach and customer engagement
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NooYoo Digital

Social Media Coordinator - Part-time

July 12, 2023 - December 12, 2023

Client: Ink Innovation

- Managed social media moderation, responding to enquiries and maintaining community engagement
 - Maintained content calendars and scheduled posts across LinkedIn and Facebook, maintaining a consistent brand voice across platforms
 - Collaborated and supported the development of social media marketing strategies, optimising content for targeted audiences to drive increased visibility and engagement
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Ruiz Manpower Services

Marketing and Operations - Full-time

September 7, 2015 - April 26, 2019

- Led customer acquisition initiatives and contributed to increased client volume
 - Improved marketing and operational processes to enhance efficiency and service delivery
 - Developed company branding and oversaw the execution of internal and external marketing campaigns
 - Coordinated communication with clients regarding service updates and operational needs
 - Worked with senior leaders to advise on marketing strategies and business performance improvements
 - Supported the development of organisational policies and cross-department coordination.
 - Oversaw staff performance, workflow systems, and operational controls
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GMR Megawide Cebu Airport Corporation

Corporate Affairs Coordinator - Full-time

August 27, 2014 - April 11, 2015

- Served as a communication liaison for media partners, government agencies, suppliers, and other stakeholders
- Managed stakeholder databases and administrative tasks including scheduling and correspondence
- Helped conceptualise and produce corporate giveaways and event materials
- Assisted in planning corporate events, community activities, and training workshops, fostering positive relationships with internal and external stakeholders and enhancing the corporate and brand image

EDUCATION

2026	AUSTRALIAN CITY INTERNATIONAL COLLEGE Graduate Diploma in Leadership and Management
2010 - 2013	ST. THERESA'S COLLEGE Bachelor of Arts in Communication <i>Major in Corporate Communication</i>
2009 - 2010	UNIVERSITY OF SAN CARLOS Bachelor of Science in Accountancy Dean's Lister
2006 - 2009	ADONAI ASIAN ACADEMY Second Year - Fourth Year High School Batch Salutatorian
2005 - 2006	SAN ROQUE CHILD DEVELOPMENT SCHOOL First Year High School First Honorable Mention
2005	CDO NOAH'S ARK LEARNING CENTER Preparatory and Grade School Batch Valedictorian

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