



Dennise Zavalla



15 years in digital marketing, adapting through every shift from the early days of social media to AI. I plan the strategy, lead the team and still do the work.

zavalla.dennise11@gmail.com

WhatsApp +63 956 897 8318

linkedin.com/in/dennise-zavalla

[View my portfolio: dennise-zavalla.pages.dev](https://dennise-zavalla.pages.dev)

15 yrs

in digital marketing, since 2011

20+

social media accounts handled

17

websites built

2

teams led: content and web

Digital marketing strategist with 15 years in the field. I started in 2011 and have adapted through every big shift since: the rise of social media, the move to video and reels, and now AI, which I bring into marketing workflows while keeping the human voice where it counts. Most recently Chief Digital Marketing Strategist at Audaciously Agency, where I led the content team and the web team and set the strategy for clients in luxury real estate, healthcare, freight, hospitality and mental health. I still do the hands-on work too: social, design, video, web and email.

EXPERIENCE

Chief Digital Marketing Strategist **TEAM LEAD**

Audaciously Agency · May 2024 to August 2026

- **Led the content team and the web team**, setting priorities, reviewing work before it reached clients and keeping delivery on schedule across every account.
- **Owned client strategy**: built and presented full-scale digital marketing plans for clients in luxury real estate, healthcare, freight, hospitality and mental health.
- **Brought AI tools into the team's marketing workflows**, adapting how we plan and produce content while keeping a human-centred approach.
- Directed social media management, content creation and brand positioning across platforms and markets.
- Oversaw website builds and updates with the web team, from brief to launch.
- Built email campaigns, lead generation workflows and nurture sequences, and drove leads through Meta ads, landing pages and email funnels.
- Ran content calendars, campaign planning and monthly reporting for multiple client accounts at once.
- Managed client relationships, ran competitive research and turned results into data-driven recommendations.

CORE SKILLS

Strategy and leadership

Digital marketing strategy, client strategy, team leadership, campaign planning, reporting

Social and content

Social media management, content creation, community management, reels and short-form video

Creative

Graphic design, brand identity, video editing, 2D animation, web design

AI in marketing

AI tools in content and marketing workflows, adapting processes as new tools emerge

Growth

Meta ads, email marketing, lead generation funnels, LinkedIn Sales Navigator

EXPERIENCE, CONTINUED



Marketing Specialist

Deep Space Inc. · May 2023 to May 2024

- Ran brand design and marketing collateral, including logo work, webinar decks and Mailchimp newsletters.
- Created and managed social content on Facebook, LinkedIn, X, Instagram and YouTube.
- Designed web pages and edited presentation and YouTube videos; produced and marketed the company podcast.
- Set up Facebook ads and managed leads with LinkedIn Sales Navigator.

Marketing Specialist

Succession Plus · April 2022 to April 2023

- Led brand design and marketing collateral, webinar decks and Mailchimp newsletters.
- Created social content on Facebook, LinkedIn, X, Instagram and YouTube, and moderated the Facebook community.
- Edited presentation and YouTube videos; produced and marketed podcasts.
- Ran Facebook ads and LinkedIn Sales Navigator lead management.

Social Media Marketing

TOA Global (Moore Details Inc.) · December 2020 to April 2022

- Designed brand collateral and social content for Facebook, LinkedIn, X, Instagram and YouTube.
- Built and optimised the company website on Wix.
- Edited presentation and YouTube videos, and designed webinar decks and Mailchimp newsletters.
- Set up social media ads and moderated the Facebook community.

Freelance Digital Marketer

Project based · March 2019 to November 2020

- Managed social media and content for small businesses on Facebook, LinkedIn, X, Pinterest, Instagram and YouTube.
- Designed graphics, newsletters (Mailchimp, Constant Contact) and websites (Wix, WordPress, Squarespace).
- Edited videos in iMovie and Final Cut Pro and made simple animations in Renderforest.
- Set up social ads and ClickFunnels funnels; handled client communication, CRM (HubSpot, Ontraport, Salesforce), invoicing and scheduling.

BEYOND WORK

I paint, love music and used to front a band covering artists like Paramore. Good marketing and good art both make people feel something.

Relationship Manager

Invisible Technologies, Inc. · April 2018 to February 2019

- Onboarded new clients by email and call, and ran strategy meetings with them.
- Managed client accounts, projects and billing, using HubSpot for communication and workflows.
- Also delivered graphic design, content writing and cold calling projects.

Digital and Social Media Specialist

Vengreso (M3Jr Growth Strategies, LLC) · May 2016 to April 2018

- Reported to the CEO and owned social media planning for product launches, company news and brand campaigns.
- Grew Vengreso's audience on LinkedIn, X, Instagram and Facebook while keeping follower quality high.
- Managed the social content calendar and partnered with product, PR, content, legal and marketing teams.
- Designed graphics for the website and social channels.
- Edited and published podcasts, webcasts and educational videos with the video team.

EARLIER ROLES



Social Media Specialist

Results Professional Marketing · Nov 2013 to Apr 2016

Marketing Assistant to Marketing Officer

Ceramic Plaza / Federal Hardware · Oct 2010 to Aug 2013

EDUCATION

BA Mass Communication, minor in Advertising

St. Scholastica's College, Manila · 2006 to 2010

Short course: 2D and 3D Animation

TESDA, Laguna · 2013 to 2014

TOOLS

DESIGN	Canva, Photoshop, Illustrator, Figma
VIDEO	Premiere Pro, Final Cut Pro, CapCut, Descript, Opus Clip, Riverside, HyperFrames
AI	ChatGPT, Claude, Gemini, Canva AI, ElevenLabs, HeyGen
SOCIAL	Meta Business Suite, Meta Ads, Later, Buffer, Hootsuite, Metricool, Planoly, Sprout Social
WEB	WordPress, Wix, Squarespace, Webflow, Shopify, Cloudflare Pages
CRM	Mailchimp, Klaviyo, ActiveCampaign, Kit, Constant Contact, HubSpot, Salesforce, Ontraport, ClickFunnels
SEO	Search Console, Semrush, Ahrefs, Hotjar
WORKFLOW	Asana, Trello, ClickUp, monday.com, Notion, Slack, Zapier, Make, n8n