

# ALEK WEBER

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## PROFILE

Dedicated Marketing Professional with several years of experience working in design, content creation and communication. Passionate about community growth, engagement, and user experience, especially in digital spaces and on social media. People-oriented and focused on building the best relationships between brands, audiences, and other stakeholders.

References will be given upon request.

## SKILLS

### DIGITAL MARKETING

- Strategic content planning
- Analytics & data-driven Insights
- CRM Tools (Salesforce, Zoho)
- Social Media Management (Facebook, Twitter, Buffer, Hootsuite, etc.)

### DESIGN

- Industry-standard software (Photoshop, Illustrator, etc.)
- Digital, ATL, and BTL design
- Visual identity and branding

### PROJECT MANAGEMENT

- Project oversight & resource management
- Client liaison, pitching, & presentations
- Project collaboration tools (Asana, Click-up, Trello, etc.)

## LANGUAGES

- + English
- + Filipino

## EDUCATION

### + Bachelor of Business (Management)

Kaplan Business School  
Melbourne, Australia | 2019 – 2023

### + Certificate IV & Diploma – Digital & Interactive Game Design

Holmesglen Institute  
Melbourne, Australia | 2017 – 2019

### + Bachelor of Arts – Multimedia Arts & Animation

De La Salle College of Saint Benilde  
Manila, Philippines | 2008 – 2012

## EMPLOYMENT HISTORY

### + Freelance Graphic Designer & Illustrator

March 2023 - Current

- Created custom design solutions for various uses such as print, branding, and social media.
- Worked with a wide variety of customers to tailor work to their specific needs.
- Readily collaborated on projects at various stages of completion

### + Marketing & Communications Coordinator | AECC Global

August 2017 – August 2020

- Produced marketing campaigns and initiatives for both Australian and international markets.
- Developed video content for promotional material and other media resources.
- Enhanced the company's brand recognition and reputation through campaigns, promotions, and events, both in-person and online.
- Coordinated and managed inter-office projects within Australia and internationally.

### + Marketing Designer | Quipper Ltd.

September 2016 - June 2017

- Created and designed marketing materials for both internal and external uses
- Collaborated directly with clients to tailor design solutions to their individual needs
- Oversaw the production of media assets and materials to be used by all teams
- Maintained and organized Facebook and Twitter page content.

### + Marketing Designer | Freelancer.com, Inc.

March 2014 – June 2016

- Designed, produced, and implemented all material for the international Marketing department, as well as handled all internal design requirements
- Managed freelancers hired in different regions to localize content and campaigns
- Closely collaborated with social media teams to implement projects across all channels

### + Art Director | The Design People

September 2013 – March 2014

- Conceptualized the look and functionality of custom websites, collaborating with both the client and the production team
- Facilitated the design phase of website production to ensure the site was executed to the client's liking
- Managed stakeholder expectations to minimize revisions

### + Art Director | Havas Media Ortega

July 2012 – September 2013

- Delivered design solutions for digital and social media campaigns for various brands, including UNICEF, Unilever, Globe Telecom, Citibank, and others.
- Collaborated with team members to create campaign key messaging and concepts.
- Presented and won several campaign pitches to clients, such as Unilever, Wrigleys, and Jewelmer.
- Wrote and storyboarded various commercials and other video content.

## VOLUNTEERISM

### + Community Organiser | Melbourne D&D Adventurers League (2017 – Present)

### + Founding Member, Organiser | PinoyFTM (2010 – 2016)

### + Marketing & Design | Task Force Pride (2011 – 2012)