

WILFREDO GORUMBA JR., LPT.

MARKETING ASSISTANT

Makati City, Philippines • wilfredogorumba@yahoo.com • 09392248244 • www.wilfredogorumba.com

Versatile professional with a strong background in content creation, visual arts, and technology. Combines creative expression with technical expertise to deliver strategic and innovative marketing solutions. Skilled in developing engaging content and crafting impactful strategies that drive successful project outcomes.

AREA OF EXPERTISE

Social Media Management	Content Creation & Strategy	Data Visualization & Reporting
Content Management Systems	Google Analytics	SEO Performance Optimization

KEY ACHIEVEMENTS

- Brand Engagement.** Led a social media revamp strategy by identifying weaknesses and opportunities to enhance LinkedIn presence, resulting in a 108.1% increase in engagement rate.
- Job Posting Improvement.** Spearheaded a 27% increase in CV applications by enhancing job ad quality and boosting posting volume, writing 2,206 job ads (40% of all postings) in 2024.

PROFESSIONAL EXPERIENCE

Marketing Assistant, Robert WaltersOct 2022 - Present

A leading multinational recruitment consultancy, operating in over 30 countries and connecting top talent with global organizations.

- Drive brand-building initiatives by enhancing social media strategy and optimizing LinkedIn engagement campaigns.
- Oversee SEO strategy and website improvement using Google Analytics to optimize performance and visibility.
- Manage social media accounts, creating daily LinkedIn posts, videos, and images to support digital campaigns with the North East Asia marketing team.
- Produce comprehensive monthly social media reports to enable data-driven decision-making and optimize marketing strategies.
- Develop executive-level content aimed at internal and external stakeholders, reinforcing the company’s vision and leadership position.
- Participate in an initiative to leverage AI for marketing, exploring innovative solutions to enhance campaign performance.
- Maintain and update the Robert Walters Japan website, ensuring accurate content, high-quality visuals, and timely issue resolution.
- Collaborate with international teams to lead and implement a job posting improvement project, streamlining processes and improving visibility.
- Create monthly candidate registration reports using PowerBI, providing actionable insights into candidate trends.
- Oversee candidate applications received through the company website, ensuring an efficient and seamless application process.

A global education company specializing in language and professional development training.

- Facilitated English language learning for students of varying ages, including both B2B and B2C Chinese and Korean learners, spanning from 5 to 60 years old.
- Prepared and managed evaluation reports to monitor and document student progress effectively.
- Conducted online group English classes for a South Korean university.

EDUCATION

Bachelor of Secondary Education Major in English

June 2012 — March 2017

National Teachers College

- Licensed Professional Teacher (LPT), earned after the September 24, 2017 L.E.T.
- Completed coursework in literature, linguistics, and communication, with practical teaching experience.
- Research on “The Effectiveness of Using Highfalutin Words vs. Layman's Term in Language Instruction”.

PERSONAL PROJECTS

Visual Artist, Whil Gorumba Artworks

March 2016 - Present

- Create realistic portraits, exploring the nuances of expression and form.
- Work across various mediums, seamlessly integrating traditional and digital techniques.
- Focus on capturing the essence and emotional depth of each subject through detailed, lifelike representation.

Owner, Raised By Retro (www.raisedbyretro.com)

January 2025 - Present

- Create original content, including articles, photos, and videos, for retro gaming audiences.
- Oversee social media channels to grow following and maintain brand identity.
- Manage all aspects of Raised by Retro, a dedicated retro gaming website from content creation and SEO optimization to publishing and site maintenance.

ADDITIONAL INFORMATION

- **Technical Skills:** Digital Marketing, Content Management Systems (WordPress, AEM), Social Media Management (Orlo), Google Analytics, SEO Optimisation, Website Management (Wix, Hostinger), Microsoft Office Suite
- **Creative Skills:** Adobe Photoshop, Creative Writing, Content Creation, Visual Arts, Video Editing
- **Languages:** English, Filipino
- **Certifications:** Licensed Professional Teacher (LPT), Google Ads Search Certification, Occupational First Aid and BLS with CPR and AED

REFERENCES

Reference available upon request