CHARRY QUE LAURENTE

Influencer Marketing Coordinator & Strategist

Dumaguete City, Philippines | charrydlaurente@gmail.com

PROFESSIONAL SUMMARY

Marketing professional specializing in creator partnerships for DTC brands, combining the right campaign strategy with automated workflows that keep every collaboration on track. Grew a brand's audience from 2K to 10K+ followers within a year and secured viral creator content reaching 1.3M views, creating consistent brand exposure that leads to steady sales and revenue growth.

CORE SKILLS & COMPETENCIES

- **Influencer Marketing:** Creator Sourcing, Personalized Outreach, Gifted Collaborations, Product Seeding
- **Creator Partnership Management:** Relationship Building, Follow-ups, Content and Review Collection
- **Campaign Strategy:** Creator Selection, Campaign Planning, Performance Review
- **Marketing Operations & Automation:** Creator Dashboards, KPI Reporting, Workflow Automation
- **Community Management:** Instagram Engagement, DMs and Inquiries, Customer Service
- **Email & E-commerce:** Email Flows, Campaign Reporting, Shopify Operations, Order Tracking

Technical Tools: *Shopify, Shopify Flow, Asana, Google Sheets, Apps Script, ManyChat, Meta Business Suite, Klaviyo, GoHighLevel, Canva*

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA & COMMUNITY MANAGER **JULY 2025 – PRESENT**

Phantom Towels | United Kingdom

- Coordinate around 70 gifted creator collaborations a month, helping grow the brand's Instagram from 2K to 10K+ followers within a year.
- Secured viral creator content in the UK and US hair industry, including a video reaching 1.3M views, creating steady exposure that drives sales.
- Helped double the brand's monthly sales, comparing my first six months to the most recent six, by pairing steady creator content with email marketing.
- Built an automated Shopify Flow and Asana workflow that creates each creator's task, follow-ups and due dates the moment a gifted order is tagged.

MARKETING VIRTUAL ASSISTANT **SEPTEMBER 2024 – MAY 2025**

Flat Out International | Australia

- Coordinated campaign visuals, messaging, and content calendars to maintain consistent publishing.
- Built and managed email marketing workflows and newsletters for 7,000+ subscribers using Shopify Email.
- Monitored campaign performance and prepared reports and summaries for marketing meetings with the General Manager.

MARKETING AND ADMIN VIRTUAL ASSISTANT **AUGUST 2024 – JULY 2025**

DC Accountants | United Kingdom

- Built WordPress marketing funnels and connected booking pages with GoHighLevel to support lead capture and appointment scheduling.
- Connected GoHighLevel calendars to support the client's booking process.
- Updated website content and maintained CRM records to keep client information organized.
- Created newsletters, blog content, and Canva visuals for a professional services business.
- Supported content planning, calendar coordination, and administrative workflows.

MARKETING AND ADMIN VIRTUAL ASSISTANT **JULY 2023 – DECEMBER 2023**

Paradise Curators - USA

- Created short-form content, newsletters, and Pinterest posts to support brand visibility and audience engagement.
- Designed marketing visuals in Canva and formatted blog content in Squarespace.
- Managed content schedules and organized digital assets to support consistent publishing.
- Maintained Zoho CRM records and assisted with research and operational tasks.
- Helped document standard operating procedures (SOPs) and prepared internal features and event recaps.

CUSTOMER SERVICE REPRESENTATIVE **JANUARY 2022 - MARCH 2023**

Smiles On Demand Outsourcing Inc.

- Maintained a 95% customer satisfaction rate while resolving customer and dispatcher inquiries.
- Resolved carrier-related issues through email and phone support, coordinating with relevant teams to support timely resolutions.
- Received the Q2 Top Performing Employee award for performance in customer support.

EDUCATION

Negros Oriental State University **JUNE 2020 - MAY 2024**

Bachelor of Science in Business Administration, Major in Financial Management

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CERTIFICATIONS & ACHIEVEMENTS

- Klaviyo Practitioner Certificate 2026
- Fundamentals of Digital Marketing – Google Digital Garage
- Facebook Ads Specialist – Skill Builder by Business Blueprint
- Social Media Management – Kurso PH
- 100% Internship Performance Rating – DepEd NegOr
- Q2 Top Performing Employee – Smiles On Demand Outsourcing