

HI, I'M GRACE!



Grace Salvador

Marketing Strategist



Hi there! I'm Grace, a marketing professional with over a decade of hands-on experience in digital marketing, marketing strategy, and corporate communications.

I thrive on using data and creativity to achieve meaningful results. I'm currently looking for opportunities that allow me to leverage my skills and make a positive impact.

Feel free to explore my portfolio to see how my expertise could benefit your organization!

A BRIEF INTRO

MY CREDENTIALS

Marketing Manager, 2023 - May to October 2023

Red Deer Resort and Casino, Red Deer, Alberta

Board Member, 2013 - present

Lingkod Muntinlupa Foundation, Philippines

Communications Consultant to the Mayor, 2013 -2022

Muntinlupa City, Philippines

Corporate Communications Head, 2007 - 2013

Magsaysay Group of Companies, Philippines



[Click to view resume](#)

Case Study: New Website of Red Deer Resort and Casino

- Conducted an in-depth audit of the existing website, identifying issues with mobile optimization and user experience.
- Spearheaded the project management for the website overhaul, ensuring timely and effective execution in 3 months' time.
- Wrote SEO-optimized content for all web pages to improve search engine rankings.
- Transitioned to a .ca domain name to enhance local SEO performance.
- Managed a professional photo shoot to enrich website visuals and enhance user engagement.

3310 50 Ave. Red Deer AB, T4N 3X9

1.800.662.7197 | 403.346.2091



Stay

Casino

Meetings And Events

Dining

Amenities

Shopping

Offers

BOOK NOW



Rediscover Dazzle

BOOK NOW

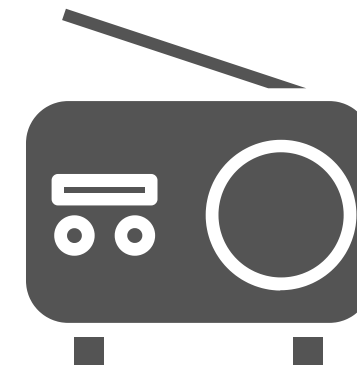
Case Study: Grand Casino Opening of Red Deer Resort and Casino

- Orchestrated the grand opening event, coordinating with multiple stakeholders, including event planners, suppliers, and internal teams.
- Developed and executed a comprehensive marketing strategy that included radio ads, billboards, and press releases.
- Oversaw the SUV giveaway promotion, from conceptualization to execution, including writing the mechanics and securing approval from AGLC.
- Managed all event logistics, ensuring a seamless experience for attendees and stakeholders.
- Created a full suite of marketing collateral for the event, both digital and print, to enhance brand visibility and engagement.



Read Press
Releases

Written by Grace

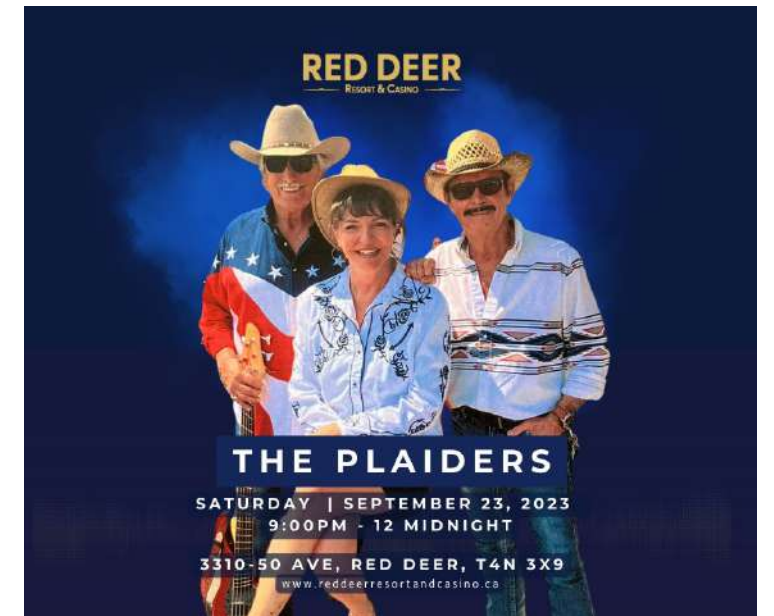


Listen to
Radio Ad

Script and project management
by Grace

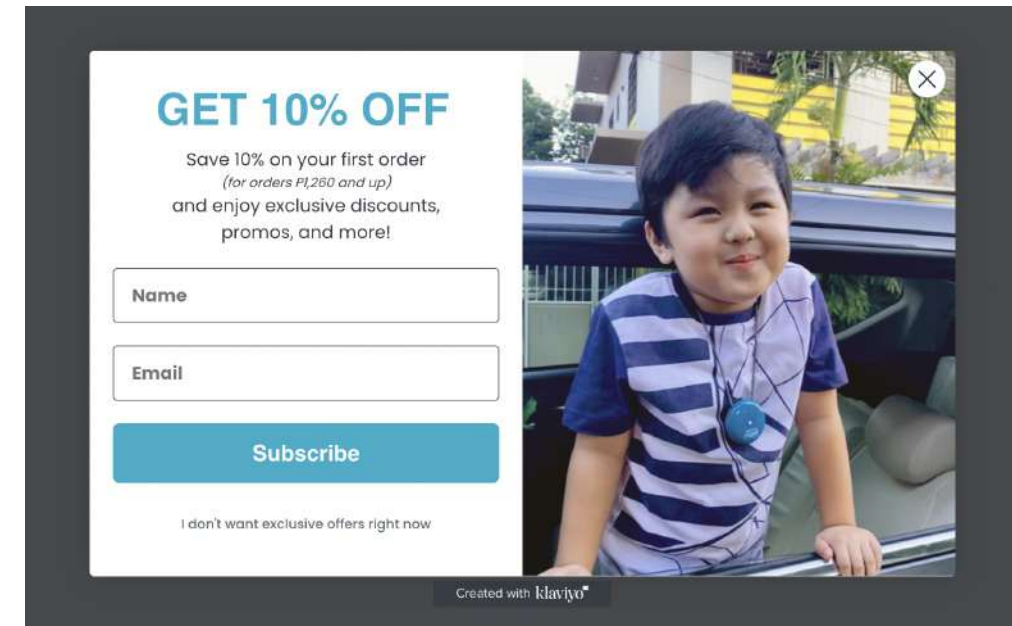
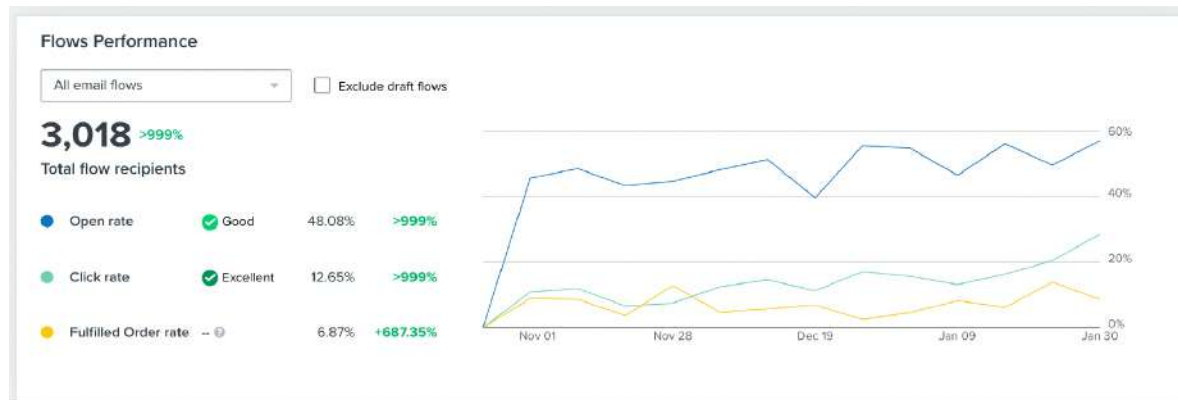
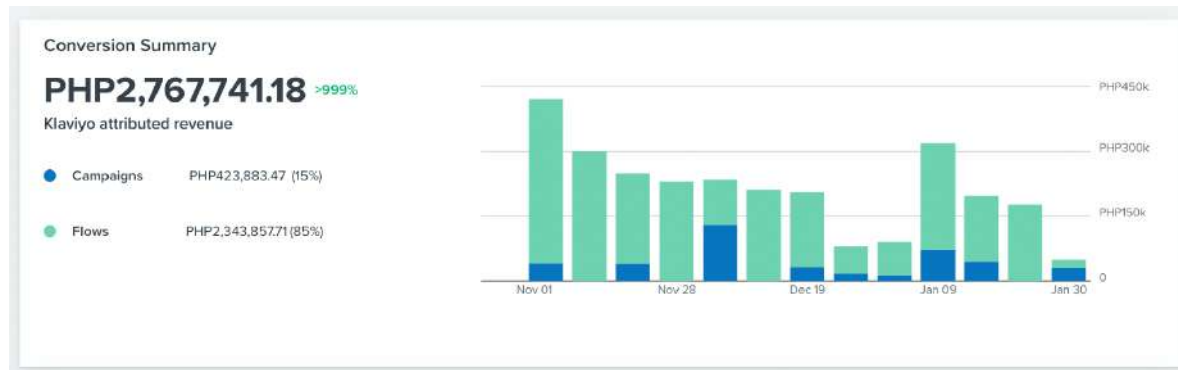
Case Study: Social Media Management of Red Deer Resort and Casino

- Conducted a comprehensive audit of social media access, discovering multiple employees had varying levels of access.
- Implemented a robust social media policy to streamline access levels and minimize security risks.
- Established a systematic approach for content creation to ensure consistency and quality.
- Executed A/B testing to identify the types of content that garnered the most engagement from followers.



Case Study: Email Marketing for The Clean Room

- Oversaw the complete email marketing strategy for The Clean Room, from conceptualization to execution.
- Set up and configured their email marketing automation using Klaviyo.
- Designed visually appealing and content-rich email templates that align with the brand's voice and messaging.
- Implemented marketing automation workflows to segment audiences and personalize content, enhancing user engagement.
- Conducted A/B testing on various email elements such as subject lines, content, and CTAs to optimize performance.
- Resulted in an additional PHP1,069.993 (CAD\$26,000) on the first month of email automation activation.



[View Emails Created for The Clean Room](#)

Case Study: Communications Campaign Management of the One Muntinlupa Party in the 2022 Philippine Elections

- Spearheaded the overall campaign strategy, overseeing messaging and branding for the Congressman, Mayor, and all councillors.
- Directed the social media campaign, leveraging data and research to have an effective content strategy.
- Achieved unprecedented results with a straight-win outcome—every candidate won, marking a first in the history of Muntinlupa City.



Mayor Ruffy Biazon

Cong. Jimmy Fresnedi

Yan ang Muntinlupa

Pages Managed



Muntinlupa City is a 1st class highly urbanized city in Metro Manila, Philippines.

Case Study: Community Engagement and Project Management for Lingkod Muntinlupa Foundation

- Led a groundbreaking public-private partnership with the city government, coordinating efforts to launch a community benefit card and electronic vehicles.
- Instrumental in winning the prestigious UITP Global Transport Awards 2017 in Montreal, Canada, outperforming 240 entries from 40 countries.
- Maintained an active role as a board member, contributing to strategic planning and governance of the foundation.



Presentation of Award to Mayor Fresnedi and City Councillors



[See the UITP Winning Entry
Layout and Copy by Grace](#)



[WWF Interview of Grace
Pages 59 and 60](#)

Case Study: Editor-in-Chief of Corporate Newsletter and Comic Book for Kids

EDITOR'S NOTE

Welders in Dubai, butlers in Macau, engineers in Singapore, nurses in New York- these global MPs are just some of the hundreds of skilled and professional workers deployed by Magsaysay's land-based recruitment company, the Magsaysay Global Services Inc. (MGSi).

Get to know MGSi and its team who is this issue's cover story.

And in the pursuit of making a more globally appealing community website for MPs, we've enhanced magsaysayworld.com. We've made it a little more engaging with tips and promos, a little more personal with MP Photo of the Day and more helpful with Magsaysay Mail.

To see the new features of our community website, visit www.magsaysayworld.com. Don't forget to read in magsaysayworld.com the full version of the articles printed in JUMP. Enjoy!

Grace Carmona-Salvador
AMI Corporate Communications Manager

JUMPERS! STAFF BOX

EDITORIAL STAFF

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CONTRIBUTING WRITERS

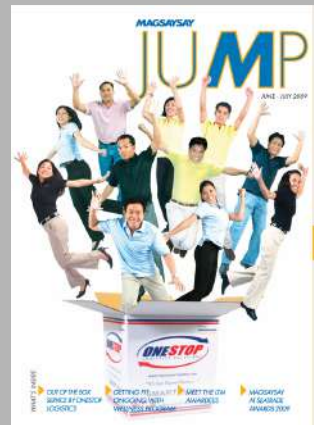
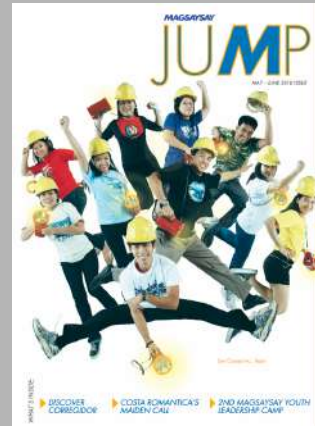
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For contributions, suggestions, and ideas
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JUMP is MAGSAYSAY's official newsletter for Magsaysay People created by the Magsaysay Corporate Communications Department.



Editor-in-Chief: Grace Salvador
Illustrator: Freely Abrigo
Story Writer: Vic Pobleto
Design/Layout: Pinoys Interactive
Proofreader: Mao Agbuya
Coordinator: Rochelle Ann Orpia Gerrovi Argana

Initiated the creation of JUMP, the vibrant corporate newsletter of Magsaysay, fostering a lively workplace culture and inspiring over 1,000 employees with its engaging content and dynamic approach.

As editor-in-chief, led the creation of YanYan Komiks, a free quarterly comic book distributed to 65,000 public school children for a decade, promoting literacy and positive values.

Case Study: Asian Corporate Communications Award 2010

- As Corporate Communications Head, led Magsaysay to receive the 2010 Asian Corporate Communications Award for the "Magsaysay WE CARE" Disaster Response Program at the 4th Asian Publishing Awards in Ho Chi Minh City, Vietnam.
- Honored for innovative corporate communications and CSR activities in response to Typhoon Ondoy, utilizing print, online, mobile, and other media channels.
- Recognized for building relationships through effective communication, demonstrating a core value of Magsaysay Maritime Corporation.



Magsaysay President receiving the Asian Corporate Communications Award in Vietnam.



award

At the 4th Asian Publishing Awards held recently in Ho Chi Minh City, Vietnam, Magsaysay won the 2010 Asian Corporate Communications Award under the...

Homer Foundation

About the Award



HOME

Leaders of the Magsaysay People Resources Group paid a courtesy call to the newly appointed Maritime Industry Authority (MARINA) Administrator, Sonia...

Magsaysay

About Magsaysay

NOTABLE ACHIEVEMENTS



Philippine Representative and Speaker
Seamless Asia, Singapore 2019



Resource Person and Speaker
United Nations Habitat, Good Practice Exchange 2018

MORE WORKS AND WRITE-UPS



Internationally Acclaimed Samples:
Award-Winning Entries



Comprehensive Brand Manual



Executive Speeches



Crisis Communication Report



Brochures



Presentations

RECENT CERTIFICATIONS



Content Marketing
Inbound Marketing



Email Deliverability
Product



SEO Principles

RECENT MARKETING EVENTS ATTENDED



Marketing Evolution
Virtual Summit '23

Let's talk about "Marketing in the Age of AI"
Find Inspiration & Insights From Industry Leaders.

Google SONY MUSIC Coca-Cola NP digital Marriott AMERICAN EXPRESS BBVA

A banner for the Marketing Evolution Virtual Summit '23. The background is black with orange and white text. Below the text are logos for Google, Sony Music, Coca-Cola, NP digital, Marriott, American Express, and BBVA. At the bottom, there are seven headshots of diverse individuals.



MINDVALLEY
AI SUMMIT
2023

JOIN FREE: JULY 14-16

A banner for the Mindvalley AI Summit 2023. The background is blue with white and yellow text. Below the text is a group of seven diverse individuals smiling and posing for a photo.

Grace Salvador

LET'S WORK TOGETHER



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