

# Grace Salvador

Marketing Strategist

+1825-747-0767 · gracesalvador.ca@gmail.com · Edmonton, Alberta, Canada

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## SUMMARY

A seasoned marketing communications professional with over a decade of experience in marketing, sales, corporate communications, and project management, specializing in digital marketing and content strategy. Committed to driving meaningful results that make a positive difference.

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## SKILL HIGHLIGHTS

Brand Management  
Content Strategy  
Graphic Design

SEO Writing  
Email Marketing  
Inbound Marketing

Social Media Management  
Reporting and Data Analysis  
Operations Management

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## WORK EXPERIENCE

### Marketing Manager

May to November 2023

Red Deer Resort and Casino, Red Deer, Alberta, Canada

- Established comprehensive brand, social media, and crisis communication policies from initial audit.
- Developed a marketing plan, including research, advertising, and budget, providing strategic direction.
- Directed the grand opening of Central Alberta's \$130M newest and grandest casino and led its successful launch campaign for casino opening, resulting in 146 nationwide public relations media exposures.
- Elevated website performance from non-mobile responsive with poor SEO to achieving an A grade in GTMetrix, increasing website authority score from 4 to 23 within 4 months. Implemented strategic content optimizations, enhanced user experience, and managed CMS for continuous improvement.
- Increased backlinks from 278 to over 2,300 in 2 months through strategic public relations initiatives and effective keyword strategy, resulting in heightened online visibility and domain authority growth.
- Utilized analytics and A/B testing to develop successful creative approaches in social media marketing.

### Email Marketing Strategist (Contract Position)

October 2022 to January 2023

The Clean Room, Philippines

- Designed and executed email flow automation for top e-commerce store The Clean Room, covering design, automation, system set-up, copywriting, scheduling strategy, and marketing tactics using Klaviyo and Mailchimp.
- Delivered exceptional results with an average open rate of 46% and a click rate of 13%, exceeding standard industry benchmarks. These efforts contributed to up to 85% of attributed revenue from email marketing in a quarter, a result of effective analytics and data analysis management.

### Communications Consultant and Content Writer to the Mayor

September 2013 to December 2022

Muntinlupa City, Metro Manila, Philippines

- Spearheaded strategic communication efforts for 3 local elections, shaping impactful brand messaging through content creation, copywriting, and storytelling, and ensuring voter engagement. This resulted in a historic sweep win in the 2022 elections where all candidates of the party emerged victorious.
- Pioneered and was in charge of project management of the city's groundbreaking smartcard project, collaborating with Maya Financial Services for enhanced payment functionalities, and demonstrating project management, negotiation, problem solving, and collaboration skills.
- Led the development, implementation, and analysis of dynamic social media content, using marketing research, analytics, and data-driven decision-making, driving growth to 120k and 58k followers on YAM and 1Munti social media pages. Experienced in social media across a variety of platforms.
- Founded and served as Editor-in-Chief and story writer of YanYan Comics, a creative project idea for the city, successfully managed content distribution and promotion quarterly to 65k public school children, fostering community values through content management, distribution strategies, and community engagement initiatives.

**Corporate Communications Manager****March 2007 to August 2013**

Magsaysay Group of Companies, Philippines

- Directed the development and implementation of a comprehensive brand manual, policies, and internal and external communication programs across 37 companies in 17 countries.
- Authored and submitted the award-winning entry for the Asian Corporate Communications Award, contributing to Magsaysay's recognition as the most awarded human resource organization in Asia Pacific, with 31 local and international accolades achieved under my leadership, demonstrating professional writing, content editing, proofreading, and communication skills.
- Orchestrated crisis management efforts during international incidents such as the Costa Concordia sinking and Somali pirate attacks, ensuring effective communication with stakeholders and the media, safeguarding the company's reputation and interests.
- Collaborated closely with the President and owner to successfully relaunch the Magsaysay brand, overseeing creative execution while expanding its global presence and brand awareness beyond shipping.

**OTHER RELEVANT WORK EXPERIENCES****Branch Manager****September 2020 to September 2022**

AXA Philippines

- Achieved notable recognition as a top-performing branch nationwide for recruitment amidst the challenges of the 2020 pandemic and secured the top position for sales in the zone in 2021.

**Unit Manager****March 2016 to August 2020**

Sun Life of Canada Philippines

- Recognized with the Management Excellence Award for 3 consecutive years for outstanding nationwide sales performance in insurance and investment sales.

**Board Member and Former Program Director****September 2013 to present**

Lingkod Muntinlupa Foundation, Muntinlupa City, Philippines

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**EDUCATION****Bachelor in Communication Arts (Journalism Awardee)**

St. Paul University, Manila, Philippines

**Diploma in Marketing (Academic Excellence Awardee)**

Ateneo Graduate School of Business, Makati City, Philippines

**Completed coursework towards Business Administration Diploma**

Red Deer Polytechnic, Red Deer, Alberta, Canada

**Completed coursework towards Integrated Marketing Diploma**

Bow Valley College, Calgary, Alberta, Canada

**CERTIFICATIONS**•**SEO Principles**, Semrush 2024•**Content Marketing**, Hubspot 2023•**Inbound Marketing**, Hubspot 2023•**Email Deliverability**, Klaviyo 2022•**Product Certification**, Klaviyo 2022

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**CAREER ACCOMPLISHMENTS**

- Philippine Representative and Speaker, Seamless Asia -Payments, E-commerce, Banking, Singapore - 2019
- Sun Life of Canada Philippines, Management Excellence Award - 2017, 2018, 2019
- Union Internationale Transports Publics, Winner- Customer Experience Award, Montreal, Canada -2017
- Asian Corporate Communications Award, 4th Asian Publishing Awards, Vietnam - 2010

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**PROFILE AND PORTFOLIO**Linkedin: [www.linkedin.com/in/grace-salvador/](http://www.linkedin.com/in/grace-salvador/)Portfolio: <https://gracesalvadorportfolio.my.canva.site/>