

JECHRISON ALCALA

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PROFILE

Dynamic digital marketer with over 11 years of experience, balancing a solid foundation in operations with a passion for content creation and social media strategy. Skilled in crafting engaging content and implementing effective social media campaigns. My approach integrates creativity, strategic insight, and operational efficiency, aiming to contribute to roles where enhances business growth and strengthens audience connections.

KEY SKILLS

- Demonstrated ability to act as a first point of contact, providing exceptional customer service and quickly resolving client issues.
- Proven skills in organizing, tracking, and streamlining business and client data. Strong experience in managing document systems, facilitating effective communication, and ensuring regulatory compliance.
- Proven ability to design and execute effective marketing campaigns, including social media posts and email marketing, and the development of marketing collateral.
- Proficient in managing internal business processes, attending and preparing for meetings, and executing special projects.

TECHNICAL SKILLS

- **Graphic Design & Video Editing:** Proficient in Adobe Photoshop, Illustrator, InDesign, Canva, CapCut, Adobe Premiere for creating marketing materials and editing videos.
- **Social Media Tools:** Skilled in utilizing platforms and tools for social media management and marketing campaigns.
- **Web Development:** Proficient in WordPress and Wix for creating and managing websites.
- **CRM and Marketing Automation:** Knowledgeable in Zoho CRM and Campaigns for customer engagement and campaign tracking..

WORK EXPERIENCES

Content Manager | DEDALUS - SAM AMORY PERSONAL BRAND

Nov 2023 to Present

A leading dental clinic in Dubai, Dr. Tosun Dental Clinic specializes in advanced and patient-focused dental care.

- Worked closely with the Social Media Manager to create creative and engaging content, helping to boost the clinic's online presence.
- Played an important role in developing content strategies, coming up with fresh ideas to improve the clinic's impact on social media.
- Led the creation of content, including video editing and graphic design, ensuring attractive and high-quality outputs.
- Took charge of the content calendar, carefully planning and scheduling posts for better engagement with the audience.
- Actively involved in planning content and assisting with video shoots, ensuring the social media content was engaging and relevant.

Reference

- Social Media Accounts: Instagram: [@sam.amory](#) | LinkedIn: [sam-amory](#) | X: [SamAmory5](#)

Content Creator | DR. TOSUN DENTAL CLINIC

Dec 2023

Sam Amory, an ambassador for Dedalus Group, a leading healthcare and diagnostic software provider in Europe, plays a pivotal role in the Digital Transformation of healthcare systems.

- Collaborated with the Social Media Manager in content development and management, maintaining a robust online presence.
- Focused on creating and editing videos and developing content using existing assets for the content calendar.
- Managed and ensured timely posting of content, maintaining active social media engagement.
- Assisted in managing the content calendar as per client requests, contributing to organized and effective content strategy..

Reference

- Instagram Account: [@drtosundental](#)

Operations and Marketing Assistant | THE BEDROCK PROGRAM

The Bedrock Program is a leading provider of career coaching services for youth, schools, universities, and companies since 2019.

- Acted as the primary contact for clients, skillfully managing records and providing exceptional support, while effectively escalating complex issues to the CEO.
- Spearheaded key internal operations, including process optimization, document management, and collaborative project planning.
- Played a pivotal role in client meetings, crafting agendas and presentations to facilitate productive discussions and partnerships.
- Handled administrative tasks like invoice processing and expense tracking, ensuring seamless operational flow.

Marketing Contributions:

- Led content creation efforts, developing engaging marketing materials such as brochures, presentations, and flyers, tailoring content to resonate with diverse client demographics.
- Managed and executed email marketing campaigns, regularly sending out informative and appealing newsletters to engage clients and promote services.
- Drove lead generation initiatives by implementing strategic marketing techniques, effectively expanding service outreach and client engagement.
- Utilized Zoho CRM for efficient lead, contact, account, and deal management, significantly enhancing client relationship processes.

Achievements

- Streamlined both client management and marketing operations, notably enhancing efficiency and client satisfaction.
- Established comprehensive internal business procedures and communication templates, ensuring consistency and professionalism.
- Achieved regulatory compliance by setting up the Corporate Tax TRN, adhering to government standards.
- Elevated the company's professional image through the standardization of client-facing materials, including digital and print media.
- Successfully expanded the client database, employing data mining to incorporate information from over 100 universities.
- Innovatively designed and implemented online marketing templates, boosting audience engagement and service visibility.

PACIFIC PRIME INSURANCE BROKER

Aug 2019 to May 2023

A global insurance advisor and employee benefits specialist since 2000, serving over 500,000 clients globally with an emphasis on international health insurance, life insurance, and business insurance solutions.

Relationship Management Administrator

Jul 2022 to May 2023

- Acted as the primary liaison for clients and insurance companies, managing policy establishment and renewals, swiftly addressing queries, and resolving administrative issues.
- Delivered top-notch customer service, ensuring quick responses and effective problem resolution for matters such as policy payments, processing delays, and other insurance-related challenges.
- Maintained a well-organized workflow through diligent updating and monitoring of the Pacific Prime database and medical admin page.
- Provided support to both the new business and claims departments, aiding with internal and external cases.

Achievements

- Awards – Best Customer Service Award in 2022 [2022]
- 2nd Top Administrative Award in 2022 [2022]

New Business Management Administrator

Aug 2019 to Jul 2022

- Managed medical insurance business operations including application processing, policy updates, cancellations, and payments, ensuring excellent customer service.
- Coordinated communications and follow-ups with clients, insurers, and sales reps, effectively resolving policy-related issues.
- Provided optimal solutions for customer requirements, offering honest guidance for value-based choices.
- Maintained and updated Pacific Prime's database and admin pages regularly, ensuring efficient organization of emails and folders.
- Handled special projects as required, demonstrating comprehensive planning, arrangement, and monitoring capabilities.

Administrative Virtual Manager | METRIC DRIVEN MARKETING

Metric Driven Marketer, spearheaded by Richard Baldasso, is a digital marketing firm specializing in online education businesses.

- Managed and organized business data through effective filing systems and utilized CRM for customer data maintenance.
- Handled both frontend and backend components of the company's website and developed membership sites using WordPress (CMS) for online learning courses.
- Created and maintained marketing media collateral, such as social media cards and videos, across website and social media platforms.
- Monitored sales orders, confirmed delivery details to customers, and streamlined client order tracking using custom-built spreadsheet templates on Microsoft Excel and Google Sheets.

CARVE BUSINESS MANAGEMENT SERVICES

Aug 2015 to Jan 2017

An outsourcing/offshoring digital marketing agency based in the Philippines.

Digital Marketing Specialist

May 2016 to Jan 2017

- Implemented impactful social media marketing strategies, achieving considerable reach, impressions, and conversions, and concurrently generated detailed reports analyzing the performances.
- Contributed to customer attraction through innovative marketing ideas and the design of captivating marketing materials.
- Optimized customer relationship management by automating emails, crafting landing pages, and delivering exemplary customer support.

Web Project Manager

Aug 2015 to May 2016

- Led web project implementation, overseeing progress and conducting review sessions.
- Provided team support, ensuring engagement and addressing their needs.
- Developed various websites using WordPress, demonstrating proficiency in content management.
- Standardized project reporting by analyzing and summarizing key data.
- Resolved client concerns related to website issues, ensuring customer satisfaction.

Leasing Assistant | SHOPPING CENTRE MANAGEMENT CORPORATION

Jul 2012 to Mar 2015

A core business of the SM Group operates 82 malls in the Philippines and 7 in China.

- Handled documentation for approval, awarding, and payment processes, ensuring a smooth transition of leasable areas.
- Coordinated advertising collateral for existing and incoming tenants and assisted managers with space offerings, providing relevant documentation like floor layouts and design guidelines.
- Scheduled appointments with potential clients, prepared presentations, and managed confidential documentation.
- Assisted inter-departmental collaboration to address tenant requests, spanning leasing, billing, construction, and renovation tasks.

EDUCATION & QUALIFICATIONS

Bachelor of Science in Information Technology - Ateneo de Davao University

June 2008 - May 2012

INTERESTS

- **Event Management:** Enjoys organizing internal employee events, such as team building activities and festive parties. This showcases skills in planning, organization, leadership, teamwork, and initiative.
- **Travel Planning:** Passionate about orchestrating travel with friends, including itinerary development and budget planning. This interest highlights adaptability, commercial awareness, creativity, and communication skills.