



DENNISE ZAVALLA

Marketing | Social Media | Graphic Design
VideoEditing | WebDesign

[VIEW PORTFOLIO](#)

ABOUT ME

I've been in the digital marketing game since 2011, and I don't just follow trends. I've watched them be born, go viral, and die. I hold a degree in Mass Communication with a minor in Advertising from St. Scholastica's College, and sharpened my creative edge with a course in 2D and 3D Animation from TESDA. I've led strategy at a digital marketing agency as Chief Strategist, and the through-line across everything I've done is this: I don't just make things look good. I make them work.

I specialise in brand identity, social media management, content strategy, email marketing, and lead generation, with clients spanning luxury real estate, healthcare, freight, and hospitality. I'm a fast learner, a natural collaborator, and I bring both creative instinct and strategic thinking to every project. I'm also actively embracing AI tools while keeping the human touch where it matters most.

Outside of work, I paint, I'm deeply into music, and I used to front a band covering artists like Paramore. I believe good marketing and good art aren't that different. Both are about making people feel something.

PROFILE

Dennise 'Dimple' Zavalla
25th March 1990

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 [linkedin.com/in/dennise-zavalla](https://www.linkedin.com/in/dennise-zavalla)

 +639568978318

EDUCATION

Bachelor of Arts: Mass Communication minor in Advertising

*St. Scholastica's College
Manila, Philippines
2006 - 2010*

Short course: 2D and 3D Animation

*TESDA Philippines
Laguna, Philippines
2013-2014*

SKILLS

Video Editing	<div style="width: 80%;"></div>
Social Media	<div style="width: 90%;"></div>
Admin	<div style="width: 85%;"></div>
Web Design	<div style="width: 80%;"></div>
Graphic Design	<div style="width: 75%;"></div>

EXPERIENCE

CHIEF DIGITAL MARKETING STRATEGIST

AUDACIOUSLY AGENCY

May 2024 - April 2026

- 1 Develop and execute full-scale digital marketing strategies for clients across luxury real estate, healthcare, freight, hospitality, and mental health industries.
- 2 Lead social media management, content creation, and brand positioning across multiple platforms and markets.
- 3 Build and manage email marketing campaigns, lead generation workflows, and client nurturing sequences.
- 4 Oversee content calendars, campaign planning, and monthly reporting for multiple client accounts simultaneously.
- 5 Collaborate with creative teams on graphic design, copywriting, and video content to ensure brand consistency.
- 6 Integrate AI tools into marketing workflows while maintaining a human-centred approach to strategy.
- 7 Manage client relationships, conduct competitive research, and deliver data-driven recommendations.
- 8 Drive lead generation through Meta ads, landing pages, and email marketing funnels.

MARKETING SPECIALIST

Deep Space Inc

May 2023 - May 2024

- 1 Brand Design - logo and other marketing collaterals content and design (Canva, Crello, Adobe Photoshop, Illustrator, Keynote)
- 2 Social Media Content Creation / Engagement (Facebook, LinkedIn, Twitter, Instagram, Youtube)
- 3 Web Design
- 4 Video Editing - Presentation and Youtube Videos
- 5 Facebook Ads / Google Ads
- 6 Webinar Presentation Deck and other marketing collaterals
- 7 Podcast Production and Marketing
- 8 Newsletter Design and Content (Mailchimp)
- 9 Social Media Engagement
- 10 LinkedIn Sales Navigator Leads Management

MARKETING SPECIALIST

Succession Plus

April 2022 - April 2023

- 1 Brand Design - logo and other marketing collaterals content and design (Canva, Crello, Adobe Photoshop, Illustrator, Keynote)
- 2 Social Media Content Creation / Engagement (Facebook, LinkedIn, Twitter, Instagram, Youtube)
- 3 Facebook Community Moderation
- 4 Video Editing - Presentation and Youtube Videos
- 5 Facebook Ads / Google Ads
- 6 Webinar Presentation Deck and other
- 7 Podcast Production and Marketing
- 8 Newsletter Design and Content (Mailchimp)
- 9 Social Media Engagement
- 10 LinkedIn Sales Navigator Leads Management

SOCIAL MEDIA MARKETING

TOA Global (Moore Details Inc.)

December 2020 - April 2022

- 1 Brand Design - logo and other marketing collaterals content and design (Canva, Crello, Adobe Photoshop, Illustrator, Keynote)
- 2 Social Media Content Creation (Facebook, LinkedIn, Twitter, Instagram, Youtube)
- 3 Facebook Community Moderation
- 4 Video Editing - Presentation and Youtube Videos
- 5 Facebook Ads / Google Ads
- 6 Webinar Presentation Deck and other
- 7 Web Design and optimization (Wix)
- 8 Newsletter Design and Content (Mailchimp)
- 9 Social Media Ad Setup
- 10 Social Media Engagement

EXPERIENCE

FREELANCER

Project Based

March 2019 - November 2020

- 1 Graphic Design
(Canva, Crello, Adobe Photoshop, Illustrator, Keynote)
- 2 Social Media Management / Content Creation
(Facebook, LinkedIn, Twitter, Pinterest, Instagram, Youtube)
- 3 Administrative Tasks
(Invoicing, Booking, Scheduling Appointment, etc.)
- 4 Client Communication / Email Management (Email CRM (Hubspot, Ontraport, Salesforce)
- 5 Video Editing (iMovie / Final Cut pro)
- 6 ClickFunnels
- 7 Web Design (Wix, WordPress, Squarespace)
- 8 Newsletter Design (MailChimp, Constant Contact)
- 9 Social Media Ad Setup
- 10 Simple Animation (Renderforest)

RELATIONSHIP MANAGER

InvisibleTechnologies, Inc.

April 2018 - February 2019

Responsibilities include the following:

- 1 Onboarding Email and Call with new clients
 - 2 Communication with company clients (email/call/text)
 - 3 Project management
 - 4 Monitoring client's accounts
 - 5 Billing the clients for the tasks that were completed by the company
 - 6 Having strategy meetings with the client
 - 7 Using Hubspot for client communication and workflows
- Aside from those, she also worked on different specialist projects such as graphic design, cold calling and content writing.

SOCIAL MEDIA OPERATIONS

M3Jr Growth Strategies, LLC - Vengreso

May 2016 - April 2018

Reporting to the CEO, I am the Digital & Social Media Specialist for Vengreso, The Digital Sales Transformation Company. I am dedicated to helping our team members implement social strategies.

- 1 Corporate Social Media Management - Curating content and delivering it to the team is the foundation for running a successful social sharing campaign. I own strategic social media planning in support of product launches, company news, brand campaigns, and company-related content. I educate and partner with the product managers, PR, content marketing, legal, and digital marketing teams to advance the brand and our message in the marketplace.
- 2 Growing a Social Audience - I help grow Vengreso's social fan base while ensuring the quality of our followers and the relationships we've built with them on Twitter, LinkedIn, Instagram, Facebook, Google+, and Social Media Ads never go unnoticed or unheard.
- 3 Social Media Marketing Strategy - I'm responsible for managing the social content calendar and crafting social posts that will engage, grow and educate our followers. Building a steady cadence of engaging content across all Vengreso social profiles, tapping into relevant moments and implementing industry best practices are key to success.
- 4 Graphic Design for the Vengreso Website and Social Media Platforms - Our audience is visual, so ensuring that our graphics have an impact, tell our story and get engagement is my top priority.
- 5 Video and Audio Editing and Publishing - A significant part of Vengreso's online strategy revolves around podcasts, webcasts, and educational videos, and it is my job to assist our video marketing team with the branding. I am very proud to be part of a growing and successful start-up company, as it brings on exciting challenges and rewarding projects.
I deliver excellence.

SOCIAL MEDIA SPECIALIST

Results Professional Marketing

November 2013 - April 2016

MARKETING ASSISTANT - MARKETING OFFICER

Ceramic Plaza / Federal Hardware

October 2010 - August 2013