

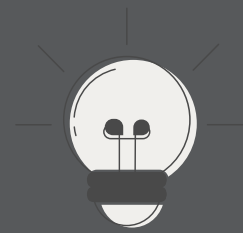


# Urangua Mandakh

Full-Stack Digital Marketing Professional

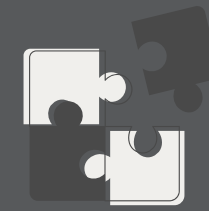
[www.uranguam.com](http://www.uranguam.com)





## CREATIVE

- An innovative, charismatic, and passionate digital creator
- Digital marketing through understanding customer behavior, connecting with the target audience, and value-generation
- Creating and designing content through emotional engagement and storytelling
- Optimizing user experience, brand loyalty, emotio, and customer-brand connection
- Always open to new ideas, new adaptations, and new tactics



## PROBLEM SOLVER

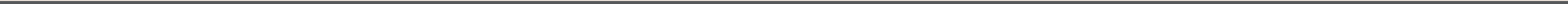
- An entrepreneurial thinker with a focus on what, why, and how
- Striving to solve challenges and work smarter
- Continuously reflecting, analyzing, and thinking to figure out solutions
- Objective to re-imagine differentiate, expand to achieve better and new results
- Optimistically generate new ideas and bring them to life for new outcomes



## ANALYTICAL

- Capitalizing and interpreting the data to ensure the effectiveness of marketing performances
  - Telling stories through numbers and data reports
  - Utilizing tools such as Microsoft Excel, SEMRush, Google Analytics, Google Ads, BuzzSumo, and more
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# Career Timeline



# Job descriptions

## SipScience Data Analytics & Sip App, Marketing Intern

- Creative leader, strategic thinker and doer across digital and traditional marketing
- Developed, and managed new content marketing strategy, brand voice, and content pillars
- Designed and brainstormed social media contents, videos/images, blogs, whitepapers, SEO, paid ads, Google Analytics, website development, and app user experience
- Initiated, and ideated in project managements when launching Sip app, SipScience.com, Sip-app.com, and all social media channels
- Increased social media engagement, UX, and value-generating through relationship-building marketing

## Facets Multimedia, Digital Marketing Assistant Intern

- Performed comprehensive digital marketing audits and analyzed the data to improve, modernize, and organize social media strategy, schedule and plan content, website enhancement, and brand positioning by 25%
- Launched and produced marketing campaigns across websites, social media channels, and email marketing to convert 25% more clients
- Added value by brainstorming by innovative, fresh ideas and implemented them by designing engaging content, landing pages and optimized user experience through paid & earned media

## Nail Junkie Inc, Marketing Manager

- Demonstrated leadership through digital and traditional marketing strategies, 100% revenue growth
- Developed and managed brand persona/awareness: average 800-1000 appointments per month through consistent digital marketing initiatives
- Created and designed organic and paid promotional videos and images, resulting in high ROI, CTR, engagement, reach, and conversions
- Coordinated, strategized, and steadily grew online marketing channels: Yelp, Google, Facebook 1000+ followers, Instagram 800+ followers

## Marshall Hong Attorney, Paralegal Assistant

- Performed market research, traditional marketing, and ad campaigns
- Led administrative tasks; prepare and file court documents, interviews, and improve productivity
- Strategized, arranged, and sustained the organization of a client database that contained 1000 + active clients

# Hard Skills

## Certifications

Google Ads Certification & Google Analytics Individual Qualification (IQ)

HubSpot Certifications: Content Marketing, Social Media Marketing, Inbound Marketing

- Branding Strategy, Voice, Persona, & Target
- Paid/Earned Media Digital Marketing
- Social Media Marketing
- Content Marketing & Content Pillars
- Blogs & Whitepapers
- Email Marketing
- Mobile Marketing
- Photo Editing
- Video Editing
- Market Research, Consumer Behavior & Social Listening
- Landing Page, Web Development & Design
- User Experience (UX)
- SEO, PPC, & Keyword Research
- SEM, PPC, CRM, CRO, & CPA
- SEMrush & Sprout Social
- Data Analysis & Market Research, & Trends
- Web Analytics
- Basic HTML CSS & WordPress
- Adobe Photoshop & Lightroom
- Microsoft Excel, Word, & PowerPoint

# Have Questions?

Contact  
me

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Website: [uranguam.com](http://uranguam.com)

Linkedin: [linkedin.com/in/uranguamandakh/](https://www.linkedin.com/in/uranguamandakh/)

Portfolio samples, work experience, projects, features, and recommendation letters are [here](#).

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***Thank you!***