



MONA LAUREL ENAD

DIGITAL MARKETING PROJECT & ACCOUNT MANAGER | FULL STACK DIGITAL MARKETER

As a Full Stack Digital Marketer with 15 years of experience, I bring a comprehensive skill set encompassing strategic planning, multi-channel execution, and in-depth performance analysis. I've consistently delivered successful campaigns that boost brand presence, drive demand, and foster customer engagement. My proven ability to manage projects and accounts, coupled with strong client relationship skills, ensures alignment with business objectives and optimal marketing outcomes.

WORK EXPERIENCE

Digital Project Manager | Cloud78 (September 2024 - Present)

- Lead end-to-end sales and marketing campaigns across multiple channels, managing the complete client lifecycle from proposal development and pitching to onboarding and ongoing relationship management
- Analyzed campaign performance data and implemented optimization strategies that increased client ROI and enhanced overall marketing effectiveness.
- Coordinate cross-functional teams (creative, strategy, media, analytics) to deliver integrated marketing initiatives on time and within budget.

Digital Product/Project Manager | Patient News (January 2024 - August 2024)

- Led SEO, PPC, and web development projects while managing key client accounts, implementing A/B testing frameworks that improved conversions and maintaining 95% client satisfaction through proactive communication and strategic account planning.
- Delivered data-driven reports and strategic recommendations that aligned marketing initiatives with client business goals.
- Streamlined team workflows and quality assurance processes that improved delivery efficiency while maintaining exceptional deliverable standards.
- Proactively identified and mitigated project risks through careful planning and regular stakeholder communication

EDUCATION

- Masters in Business Administration – UP Cebu (in progress, 2nd year)
- Diploma for Professional Education – University of San Jose Recoletos
- Bachelor of Science in Business Administration Major in General Business Management at Cebu Institute of Technology – Philippines

KEY SKILLS

Marketing Expertise

- Multi-Channel Campaign Management – SEO, Social Media, Email Marketing and Paid Ads.
- Performance Optimization – A/B testing, conversion rate optimization, campaign analysis, ROI tracking.
- Data Analytics and Reporting – Data analysis, KPI tracking, performance reporting, strategic recommendations
- Marketing Automation – HubSpot, GoHighLevel, other CRM systems, email marketing platforms.
- Project & Account Management
- Website Management
- CRM Management
- Creative Tools
- AI & Emerging Tools



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PROJECT / ACCOUNT MANAGER

WORK EXPERIENCE

Digital Marketing Manager | AWM (March 2023 – November 2023)

- Spearheaded comprehensive digital marketing strategies across paid ads, social media, SEO, and website management that significantly increased lead generation.
- Collaborated with CMO and freelance teams to develop and execute cohesive marketing plans that consistently achieved client KPIs.
- Implemented data analysis protocols and workflow optimization strategies that improved campaign effectiveness and operational efficiency.
- Managed project budgets and resource allocation to ensure maximum ROI for marketing initiatives.

Digital Manager & Team Lead | My Cloud Crew (January 2018 – February 2023)

- Led a team of Digital Virtual Assistants delivering integrated marketing campaigns while maintaining strong client relationships and ensuring deliverables aligned with business goals.
- Developed comprehensive performance reports highlighting KPIs and providing strategic recommendations that drove account growth and retention.
- Mentored team members and optimized workflows that improved operational efficiency while consistently delivering projects on time and within budget.
- Consistently delivered projects on time and within budget, maintaining over 90% client retention rate.

Digital Marketing Executive & Office Manager | Harmony Commodities LLC, Dubai – (June 2015 – December 2017)

Digital Marketing – Account and Project Manager | My Virtual Workforce (May 2014 – April 2015)

Project Manager/Client Delivery Manager | Digital Search Online (October 2011 – May 2013)

SEO Specialist | Smart Traffic (2009–2011)

KEY SKILLS

Project Management

- **Team Collaboration:** Cross-functional coordination, resource management, workflow optimization.
- **Project Lifecycle Management:** End-to-end project coordination from brief to delivery.
- **Budget & Resource Management:** Effective allocation of resources and adherence to budgets.
- **Risk Management:** Proactive identification and mitigation of project challenges.
- **Quality Assurance:** Maintaining high standards across all deliverables and client touchpoints.

Cross-Functional Collaboration

- **Team Leadership:** Guiding and motivating diverse teams toward shared objectives
- **Stakeholder Management:** Effective communication with internal and external stakeholders
- **Remote Team Management:** Successfully leading distributed teams in virtual environments
- **Workflow Optimization:** Creating efficient processes to maximize productivity