

Allaiza Tagle-Masilang

Marketing Strategist

+63-995-921-8155

linkedin.com/in/allaiza

allaiza.tm@gmail.com

Biñan, Laguna



SUMMARY

Energetic, self-motivated and data-driven marketing strategist with over 7 years of experience in real estate, finance and SaaS industries. Most proud of generating a record-high \$1 million in revenue for Real Estate IQ.

EDUCATION

Master of Marketing Communications

De La Salle University

2015 - 2018 Malate, Manila

GPA

3.4 / 4.0

B.A. in Mass Communication, Advertising

St. Scholastica's College

2010 - 2014 Malate, Manila

GPA

3.5 / 4.0

EXPERIENCE

Marketing Project Manager for Investor Relations

Real Estate IQ

2020 - 2021 Remote | Dallas, Texas

A SaaS company that helps real estate investors in lead generation, analytics, and automation in growing their real estate business.

- Curated strategic HubSpot email marketing campaigns, social media ads, and interactive webinar
- Achieved 85%+ retention rate on over 100 investor accounts
- Responsible for all project scheduling, training, community relations, and program development; managed 4 direct reports
- Ensured 95% customer satisfaction by identifying and resolving customer needs leading to excellent client relations
- Developed the investor deck for investor lead generation and partnerships

Marketing Communications Manager

Primehomes Real Estate Development

2018 - 2020 Ortigas, Pasig

A real estate developer with a flagship residential development in the prominent Capitol Hills in Quezon City.

- Built high performing Marketing department (6 people)
- Launched and conceptualized a new integrated marketing campaign, brand direction and e-commerce site that led to 24% revenue growth
- Used Google Analytics to define the exact demographic of clients and provide services tailored to them
- Increased profit margins by 60% after implementing a new system for improved client retention and sales with the information mentioned above

Product Marketing Manager for Consumer Loans

China Bank Savings

2016 - 2017 Gil Puyat Ave., Makati

One of the leading thrift banks with over 160 bank branches in the Philippines.

- Created new digital ad plan which increased online engagement while reducing costs by 20%
- Increased conversion rate by 30%+ for online customer loan applications
- Re-evaluated the company's value proposition, which resulted to 20-30% increase in consumer awareness
- Developed and executed consumer loan product marketing plans and online advertising creative strategies that drove 140% revenue growth

MOST PROUD OF



Generated \$1 million in revenue

After generating over 1K leads for Real Estate IQ. This is a record-high for the company.



Pro bono marketing consultation

Sharing my expertise to marketing students who need advice when it comes to crafting marketing strategies and campaigns.

SKILLS

Data-driven Marketing

HubSpot

Social Media

Content Marketing

Google Analytics

Client Management

Market Research

Email Campaigns

Budget Management

Leadership

STRENGTHS



Creative Problem Solver

Thrives in seeing opportunities for improvement and creates better ways of solving problems



Hands-on Marketing Leader

Energetic marketing leader with proven success in building compelling value propositions



Negotiation

Able to boil down complex subjects to simple terms and make win-win deals that most clients cannot refuse

CERTIFICATIONS

Social Media Marketing Certification

HubSpot, 2021

Content Marketing Certification

HubSpot, 2021

Digital Marketing Certification

Google Digital Garage, 2018