

Social Media Portfolio

Ayin Azores-Encarnacion



HELLO!

I started my career in the hospitality and tourism industry, but it was in 2015 that I discovered my true passion for marketing and advertising. Since then, I've immersed myself in both traditional and digital content marketing, acquiring valuable knowledge along the way.

Throughout my professional experience, I've had the incredible opportunity to work with renowned brands like San Miguel Brewery, Del Monte Philippines, and Skyscanner, amongst others. These valuable experiences have allowed me to fine-tune my skills in digital marketing, with a particular focus on social media strategy, content creation, and fostering engaging communities.

Driven by a hunger for constant growth, I've eagerly taken on diverse freelance projects to further sharpen my expertise. After a year long career break to focus on parenting, I bring with me a fresh perspective and unwavering enthusiasm to make meaningful contributions in a new environment.



SERVICES OFFERED

Social Media Strategy & Planning

Brand Development & Positioning

Content Creation

Project Management

**Community Building
& Engagement**

**Influencer Collaboration
& Management**

Social Media Management

Analytics & Performance Tracking

BRANDS THAT I'VE WORKED WITH



Work Highlights

RED HORSE BEER

- ◆ Consistently achieved an average of 5–12% engagement rate from October 2015 to September 2016, which exceeded the monthly industry benchmark of 3%.
- ◆ Developed content that focused on strengthening the community and establishing brand loyalty, resulting in heightened engagement and solidifying connections with the audience.



Red Horse Beer is with Umaasa Tapos Iniwan and 2 others.

November 27, 2017 · 🌐

Manalo, matalo, ikaw ang [#extrastrong](#) para sa aming puso, Rachel Peters!
[#MissUniverse2017](#) [#Philippines](#)



Work Highlights

SKYSCANNER

- ✦ Successfully achieved an 8% increase in flight bookings for the Philippines from September to November 2018 compared to previous months.
- ✦ Implemented a successful user-generated content (UGC) campaign to promote destinations on the website, which led to an 8-13% increase in average monthly downloads in the Philippines from June 2018 to October 2019.



Work Highlights

DEL MONTE KITCHENOMICS

- ✦ Contributed to the successful launch of the Del Monte Kitchenomics app, which was a brand effort to address consumer pain points during the pandemic.
- ✦ Increased monthly website traffic from social media by an average of 12-15%. (data from both old and new users) through drive-to-site content and active community engagement.



Work Highlights

THE ASIAN PARENT

- ✦ Contributed to the success of the virtual mass latch webinar and event during breastfeeding week 2021, which set a record as "Singapore's Largest Virtual Breastfeeding Event". with 129 participating mothers, recognized by the Singapore Book of Records (SBR).
- ✦ Efficiently managed influencer campaigns, leading to an impressive 30% increase in accrual revenue. This led to the establishment of our standard campaign management system which played a crucial role in the success of future campaigns.



Work Highlights

SOCIAL MEDIA CONTENT

Collaborated with diverse cross-functional teams to curate compelling moment marketing posts, effectively enhancing brand relevance.

Red Horse Beer is with Marvz Pacana and 37 others.
February 14, 2017 · 🌐

Dahil ang Valentine's Day hindi lamang para sa mga may karelayon. Pwede rin 'to sa mga extra strong na magtotropa na may lakas ng sipa dala ng number 1 beer. Happy Valentine's sa inyong lahat mga 'dre!



👍❤️👍 14K

3.4K Comments 10K Shares

San Miguel Super Dry
August 30, 2017 · 🌐

If you're planning a drinking session with your friends this week, don't forget to drink responsibly!



👍❤️👍 185

3 Comments 16 Shares

Del Monte Kitchenomics
June 12 at 12:00 PM · 🌐

Walang katulad ang panlasang kinalakihan na! Ngayong linggo, subukan ang aming Pinoy Pride Meal Plan na naglalaman ng mga simple but delicious dishes na patok sa ating panlasang Pinoy!

Create your own meal plan for any occasion at [https://bit.ly/DMKMealPlan!](https://bit.ly/DMKMealPlan)



👍❤️👍 Rai Dizon and 431 others

10 Comments 67 Shares

Del Monte Kitchenomics
December 17, 2020 · 🌐

Hindi man kasing laki ang Noche Buena niyo ngayon, buhay na buhay pa rin ito kapag may fruity twist ang inyong holiday handa! Try something new and tickle your tastebuds with these savory dishes made more exciting and surprisingly delicious with Del Monte Fiesta Fruit Cocktail!

For more colorful recipes and Christmas-ready cooking tips, visit www.lifegetsbetter.ph and sign up for a FREE account!



👍❤️👍 Jan Quillala and 193 others

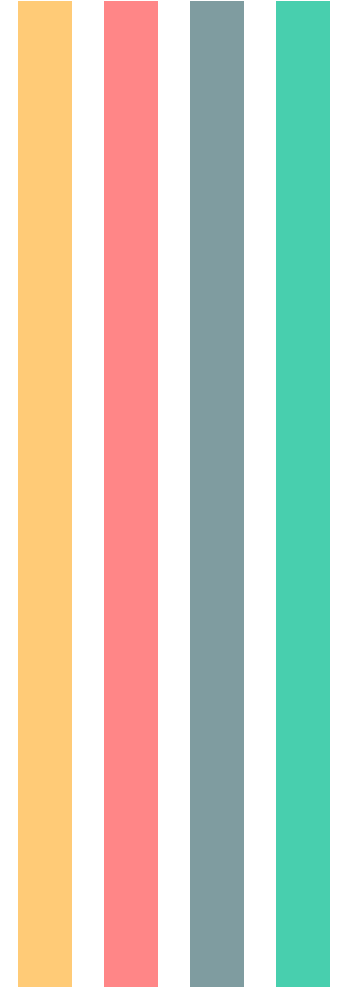
4 comments 39 shares



Work Highlights

SOCIAL MEDIA CONTENT

Crafted content to effectively promote apps, driving increased awareness and boosting download numbers.



Viyahe September 26, 2018 · 🌐

Easily find flights that best fits your travel preference. Get instant replies and travel options just by sending us a message through the app.

Your personal travel assistant straight from your pocket

Available soon on:

Download on the App Store | Get it on Google Play

Viyahe March 4, 2019 · 🌐

Soon, you can book your flights through your own personal travel assistant. #FlyWithEase

Medifi March 4, 2018 · 🌐

The doctor is always in now that Medifi has partnered with ConclergerMed Clinic. Get access to 24/7 online healthcare anywhere! Sign up for a free account now by clicking the link below.

<http://bit.ly/2nNPmhi-medipartner>

Del Monte Kitchenomics December 18, 2020 · 🌐

We've got something exciting for you, ka-Kitchenomics! The all-new Del Monte Kitchenomics app is here to make homecooking stress-free and enjoyable! Discover features such as our Recipe Finder, Meal Planner, Shopping List, and so much more. Tara, luto tayot!

Now available in Google Playstore and App Store!

Google Play store: <http://bit.ly/37sqjsl>
App store: <http://apple.co/3p3GFXT>

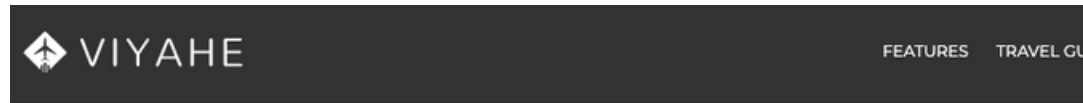
Almeera Domingo, Jan Quillala and 429 others · 87 comments · 45 shares



Work Highlights

WEB CONTENT MANAGEMENT

Managed the editorial calendar, ensuring the website consistently featured up-to-date content.



TRAVEL GUIDES

START YOUR JOURNEY WITH INFORMATION



When Going to Brazil, Visit These 4 Cities

When going to Brazil, the first thing that pops into one's head is heading to Rio de Janeiro. With all things considered, it is one of the most popular destinations.

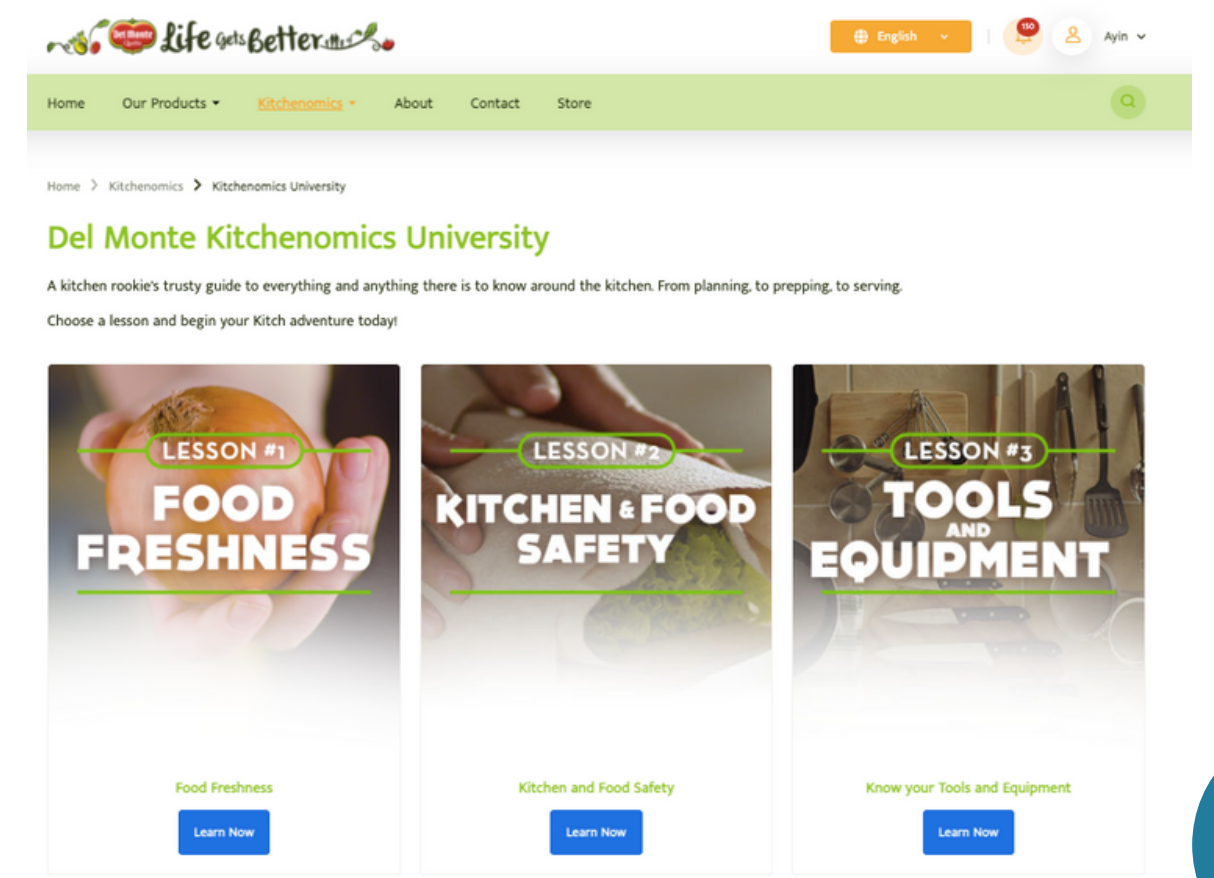
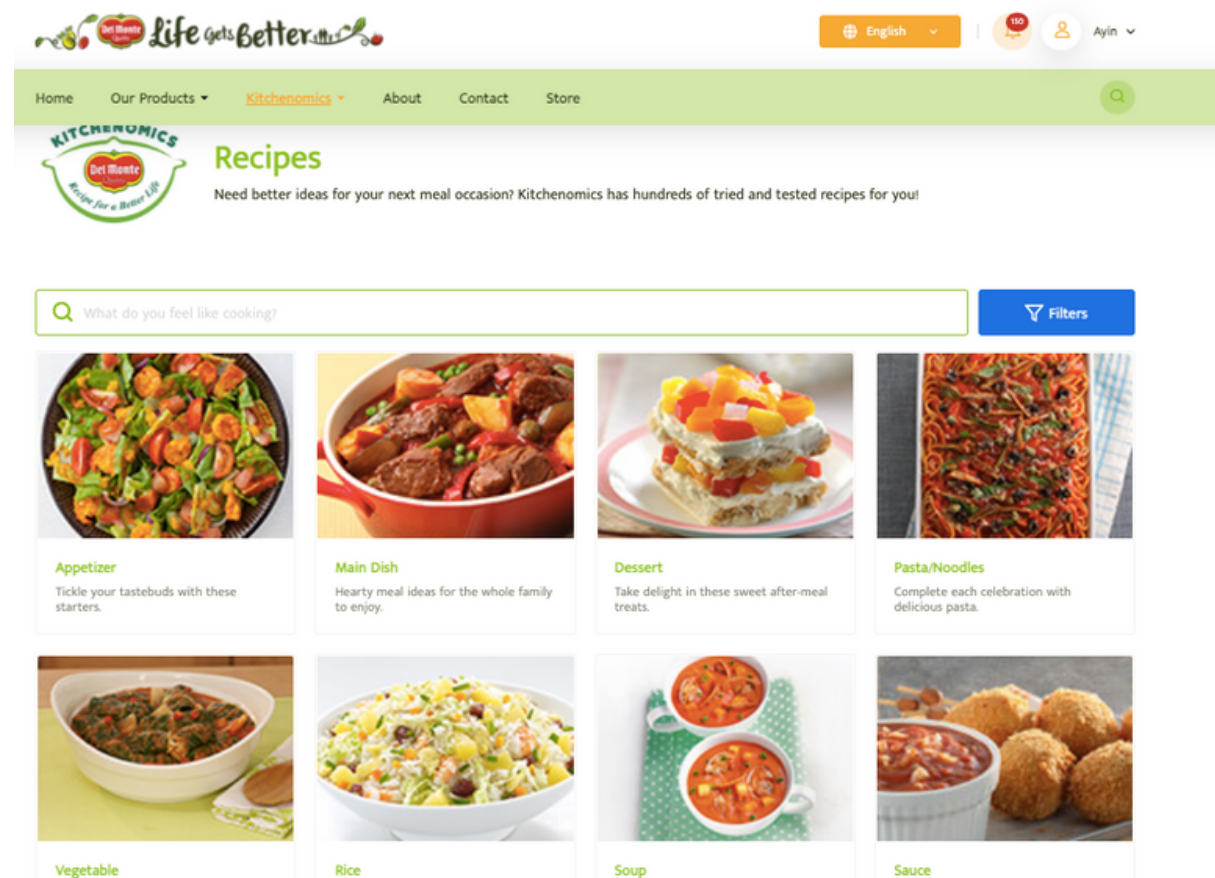
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Travel Tips When Going Away for the Holidays

One of the things that you usually worry about when going away for the holidays with your family is that no one is around to keep an eye on the house and other belongings.

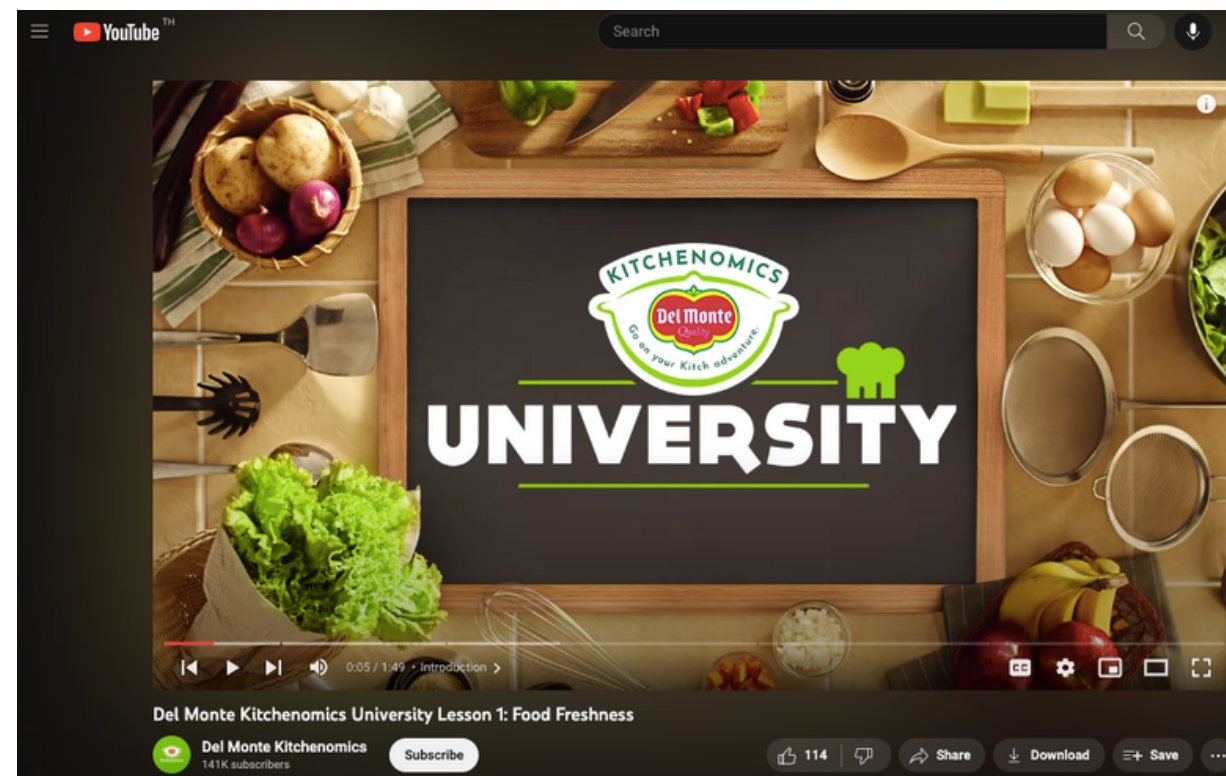
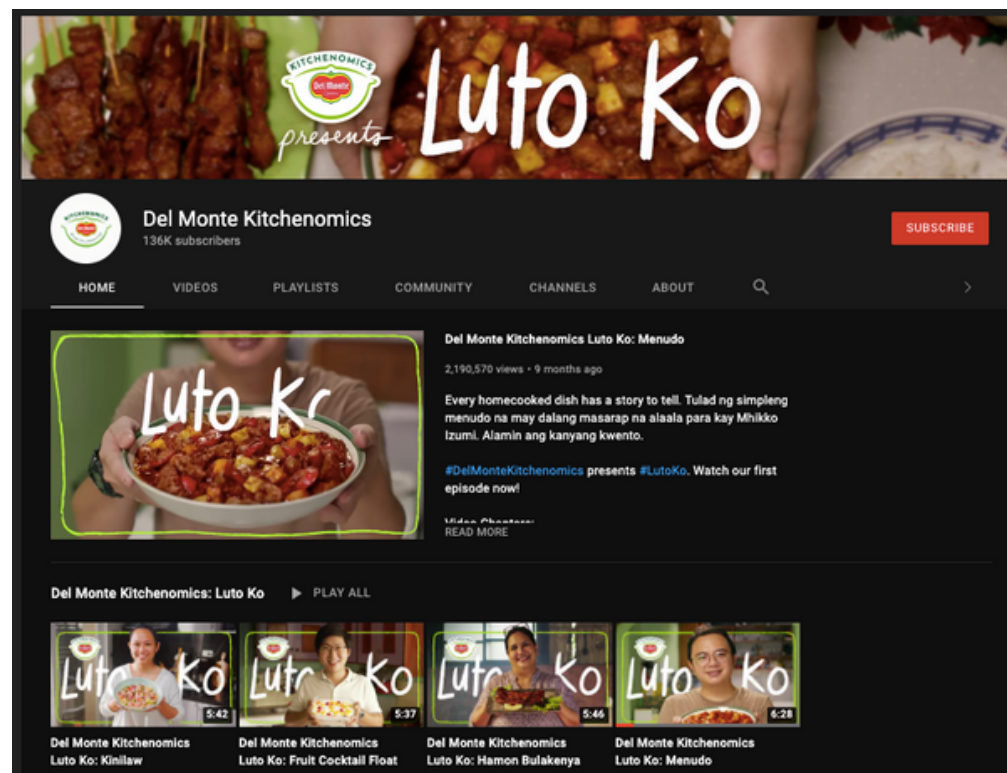
[READ MORE >](#)



Work Highlights

ONLINE CAMPAIGNS

Participated in the planning and execution of several brand campaigns.



[Del Monte Kitchenomics Youtube](#)



Work Highlights

INFLUENCER CAMPAIGNS

Served as the primary project manager for the campaign, worked closely with clients and agency partners. Ensured seamless coordination and effective communication of shoot details to influencers.



[Dyson Singapore TP09 campaign](#)



Work Highlights

INFLUENCER CAMPAIGNS

Took charge of end-to-end influencer campaign management, overseeing every aspect from influencer sourcing to cascading campaign briefs, handling revisions, and providing comprehensive reporting.



am_blissfully_loved Follow ...

1/6

invisalign
Transforming smiles, changing lives.

...it's actually quite soft and wouldn't hurt as bad as traditional metal braces...

Liked by vernece.lss, dorendchy and 163 others

am_blissfully_loved I'm not going to miss wearing traditional metal braces very much. I remembered going thru so much just to have straighter teeth and a nicer smile. Those bruises, sores, abrasions, lots of teasing from peers and that unsightly food struck in between totally made my teeth straightening journey very unpleasant.

I'm glad to come to know of @invisalign.singapore thru TAP and have learned a lot thru their webinar.

Learned that children can get braces from as young as 7-9

gizellegai Singapore, City, Asia. Follow ...

Liked by cherries_cheryl and 686 others

gizellegai 🎉 GIVEAWAY 🎉
FIVE LUCKY WINNERS will stand a chance to win 2 60ml @gentleorganics Organic Hand Sanitizers worth... more

View all 482 comments

pinkponkpiak Paid partnership · Singapore / Singapur... Follow ...

Liked by housebriones, vernece.lss and 274 others

pinkponkpiak Who doesn't love colourful playground? Enya had a lot of fun playing with the versatile LEGO® DUPLO® to make her dream playground – stack, unstack, load, unload, move and sort, plus girl, boy and dog figures – the play-and-learn fun never ends.

maxwell.putra Singapore Follow ...

Liked by thewanderingsh, peonurhead and 168 others

maxwell.putra New formula milk for Maxwell, Little... more

May 18, 2021

baby_614 Follow ...

Liked by blissfullifewithlei, theeagertraveller and 390 others

baby_614 Teaching kids how to handle money is about more than dollars and cents. I am glad that the #MoneyParenting Conversation Starters Kit by @eastspring.investments has helped guide me on how to

familystaysg Home Sweet Home ❤️ Follow ...

Liked by katydeschanel and 205 others

familystaysg Awwww 🌱 Our lil gardeners trying out their new Gerber Organic LIL Crunchies! 🥰

They loved it for its yummy-ness and mummy loves for the



Work Highlights

EVENT PROMOTION

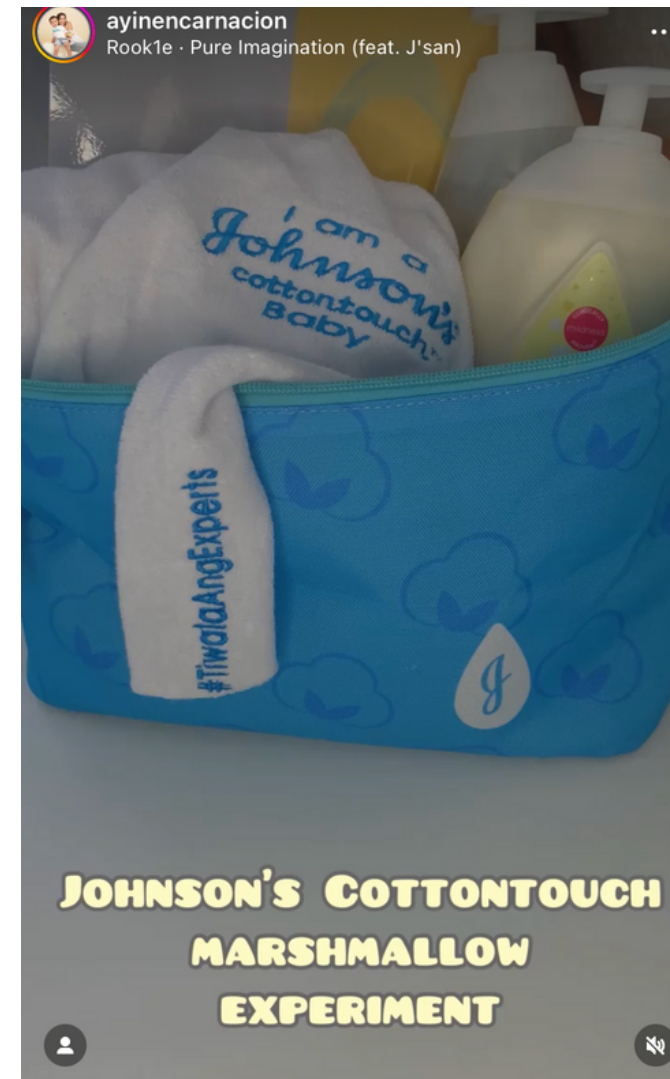
Provided valuable support in promoting the yearly Red Horse Muziklaban event, the largest rock band competition in the Philippines, through effective social media amplification, coordination with Brand ambassadors and partner agencies.



Work Highlights

BRAND COLLABORATIONS

Served as a dedicated MOMbassador for Johnson's and Johnson's Philippines from Q2 to Q4 of 2022, actively promoted their Cotton Touch line and provided support for their monthly e-commerce initiatives.





READY TO WORK TOGETHER?



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