

Kiana Rosales

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PROFILE

Marketing graduate with hands-on experience in digital marketing, CRM management, administrative support, and business operations. Experienced in GoHighLevel CRM implementation, lead management, content strategy, and customer communications. Skilled at organizing workflows, supporting business growth, and improving operational efficiency.

WORK EXPERIENCE

Head of Marketing

Yashi's Matcha & Bakehouse

July 2025 - July 2026

- Develop and execute strategies to increase brand presence, customer engagement, and sales for a startup cafe
- Plan and manage marketing campaigns on social media platforms while maintaining consistent brand messaging
- Create promotional content aligned with the brand's voice and target audience
- Collaborate with partners on operational planning, customer experience improvements, and growth initiatives
- Analyze customer engagements and campaign performance to refine marketing and improve brand awareness
- Support overall business operations by contributing to planning, customer communications, and promotional decision-making

Data Entry Marketing Intern

Spiralytics

January 2025 - July 2025

- Conducted prospect research to identify relevant contacts, companies, and outreach opportunities aligned with client campaigns
- Maintained accurate Google Sheets databases by organizing lead information and tracking outreach progress
- Created and updated email templates to support outreach campaigns and follow-up communications
- Coordinated with prospects through email communications to assist with basic negotiation and campaign support
- Assisted with administrative tasks and project coordination to ensure timely campaign execution

Virtual Assistant

LK Virtual Solutions

2021 - 2022

- Managed daily social media interactions by responding to customer inquiries comments, and direct messages
- Maintained organized Google Sheets databases for client records, task tracking, and project updates
- Supported business operations by ensuring accurate records and timely completion of assigned tasks

CERTIFICATIONS

GHL4Beginners

HLAccelerator

2026

GoHighLevel Implementation Project

Independent Project

2026

- Designed and implemented CRM systems with automated sales pipelines, lead management processes, and customer communication workflows for small business scenarios
- Built lead capture forms, automated workflows, email sequences, and appointment booking processes
- Created automated email campaigns, reminders, and nurturing sequences
- Developed landing pages, forms, calendars, surveys, and customer journey automations

EDUCATION

Bachelor of Science in Marketing and Multimedia Design

2021 - 2025

Far Eastern University - Alabang

TECHNICAL SKILLS

CRM

- GoHighLevel
- Lead Management
- Pipeline Management
- Workflow Automation

Marketing

- Social Media Marketing
- Content Strategy
- Prospect Research
- Lead Generation

Administrative

- Data Entry
- Client Communication
- Google Workspace
- Canva

SOFT SKILLS

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|-------------------|-----------------------|
| • Communication | • Attention to Detail |
| • Organization | • Adaptability |
| • Time Management | • Team Collaboration |
| • Problem Solving | • Customer Service |