

# ALEKSIE JOHN C. SUPERALES

Social Media Manager & Sales Executive | Sales Strategy • Lead Generation • Email Marketing • Campaign Management

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## PROFESSIONAL SUMMARY

Results-driven professional with expertise in social media management, sales strategy, email marketing, and campaign management. Skilled in lead generation, multi-channel strategies, and delivering measurable business growth.

## WORK EXPERIENCE

### Social Media Manager (U.S. Market)

Jan 2025 – Sep 2025

#### Poseidon Distribution Inc., Davao City

- Managed influencer partnerships and executed paid campaigns on Meta and LinkedIn to drive brand launches.
- Coordinated with design and content teams to deliver engaging social media assets.
- Integrated lead generation tools (Scout.AI, Snov.io, HubSpot) to convert social traffic into qualified leads.
- Supported campaigns with targeted email outreach to re-engage audiences.
- Monitored and analyzed campaign performance to refine social strategies and maximize ROI.

### Sales Executive & Social Media Manager

Dec 2023 – Jan 2025

#### AZE INC. – Prefab Davao, Davao City

- Promoted brand presence through sales, marketing, and social media campaigns
- Served as brand ambassador for company promotions

### Data Verifier

Sep 2022 – Jul 2023

#### Lyanthe Financial Services, Davao City

- Verified financial records and maintained efficiency to ensure accuracy of outputs

## EDUCATION

### Bachelor of Science in Business Administration, Major in Financial Management

University of Mindanao, 2018 – 2023

## SKILLS

Time Management | Social Media Advertising | Content Creation | Sales Negotiations | Adaptability & Flexibility | Fast Learner | Lead Generation | Email Marketing (Mailchimp) | Meta Ads | LinkedIn Ads | CRM (HubSpot, Scout.AI, Snov.io) | Campaign Management

## CERTIFICATIONS & TRAINING

- Facebook Ads Training & Master IO (Nov 2024)
- Executive Business Program – InnovatEd Business Academy (2025)
- Finance Toolkit – Academy of Entrepreneurs (2021)