



HANA HASEGAWA

PORTFOLIO

www.hanahasegawa.weebly.com

www.instagram.com/thebite.diaries/

blog.aleph-technologies.com/a-quick-guide-to-creating-your-social-media-content-strategy/

blog.aleph-technologies.com/a-quick-guide-to-understanding-social-media-marketing/

blog.aleph-technologies.com/11-easy-actionable-content-marketing-tips/

CONTACT INFORMATION

Mobile + (63) 917-823-9349

Email christinehana.hasegawa@gmail.com

EDUCATION & CERTIFICATIONS

Google Skillshop | AUGUST 2020 - PRESENT
Google Ads

Google Analytics Academy | AUGUST 2020 - PRESENT
Google Analytics

Enderun Colleges | JUNE 2014 - JULY 2019
BSBA OPERATIONS MANAGEMENT

THE DIGITAL MARKETING INSTITUTE

Licensed Digital Marketing Master™

License Number: 201103002500001

Content Marketing Master™

License Number: 201130002500018

Paid Marketing Master™

License Number: 210111002500807

Marketing Strategy Master™

License Number: 210113002500766

WORK EXPERIENCE

Digital Marketing Region Lead/ Operations Admin

ALEPH Technologies LLC | August 2020 - February 2021

- Assisted in planning and executing trainings for interns
- Curated the training plan for the Africa internship
- Digital Marketing Trainer for interns under the APAC, EMEA and Americas region (Presented the following topics: Introduction to Digital Marketing, Blogging and Basic Social Media and Content Strategy)
- Screened applicants' resumes and interviewed applicants
- Answer questions on LiveChat, answered and followed up on customer queries via email and WhatsApp
- Closed a few international sales
- Underwent an internship with the company where I did the following:
 - Create content for the assigned social media pages
 - Create blogs, backlinks and doing organic marketing work (classifieds, bookmarks, image postings)

Marketing Intern

Benefit Cosmetics | December 2018 - March 2019

- Assisted in planning and executing product launch events
- Designed a floor plan and layout via Space Design 3D
- Co-created digital content for Benefit's Instagram stories and the brand's official Lazada mall
- Transferred pull out inventory count to update excel reports
- Established rapport with hosting sites for events and reputable suppliers for giveaways
- Created presentations for regional board meetings

SKILLS

