



# Christelle Salaysay

DIGITAL MARKETING SPECIALIST

## CONTACT



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<http://bit.ly/46DX5Wy>



Bulacan, Philippines

## SKILLS

- WordPress Website Design
- Responsive Web Design
- Website Content Writing
- Canva Graphic Design
- Mobile Optimization
- User-Friendly Layouts
- Basic SEO for Websites
- Social Media Graphics Creation
- Basic HTML & CSS Understanding
- Website Maintenance & Updates

## TOOLS

- |             |                 |
|-------------|-----------------|
| • WordPress | • Slack         |
| • Elementor | • Wix           |
| • ChatGPT   | • Webflow       |
| • Canva     | • Kajabi        |
| • ClickUp   | • Google Docs / |
| • Asana     | Google Sheets   |
| • Trello    | • RankMath SEO  |

## PROFESSIONAL OVERVIEW

I create custom WordPress websites using Elementor, focusing on clean design, mobile responsiveness, and user-friendly layouts. Every site is built to reflect your brand and support your business goals.

## WORK EXPERIENCE

### WordPress Designer | Content Writer

Jun 2022 - Present

Hey Jay Digital | Philippines

- I design custom WordPress websites using Elementor and write clear, SEO-friendly content for service pages, homepages, and blogs. My work focuses on clean design, mobile responsiveness, and content that supports user engagement and conversions.

### Lead Generation Specialist

Jun 2022 - Present

Hey Jay Digital | Philippines

- I help businesses grow by building targeted B2B lead lists and running cold email outreach campaigns. My role focuses on generating high-quality leads for clients in healthcare, home services, and other service-based industries.

### WordPress Designer

Nov 2022 - Sep 2023

Auctus Marketing | Ontario, Canada

- Designed and developed custom WordPress websites focused on layout, mobile responsiveness, and user experience for various service-based clients.

### Website Designer

Aug 2022 - Jun 2023

Click Typhoon | Toronto, Canada

- I build and maintain WordPress websites for local and international clients, focusing on speed, responsiveness, and simple design that supports business growth.

### Ecommerce Virtual Assistant

Jan 2019 - Dec 2021

SeniorCare | Singapore

- Handled WooCommerce product updates, basic website edits in WordPress, and day-to-day admin tasks to support an online store.

### Graphic Designer

Jan 2016 - May 2019

Napoleon Graham Pte Ltd | Singapore

- Created social media graphics, marketing visuals, and simple video content using Photoshop and Filmora to support brand and campaign needs.