

# APPLE BAULA

[applebaula@gmail.com](mailto:applebaula@gmail.com) | 236-234-1734 | Vancouver, BC V6A 1Z6 | [linkedin.com/in/applebaula](https://www.linkedin.com/in/applebaula) | [www.applebaula.com](http://www.applebaula.com)

## SUMMARY

Strategic and results-driven professional with a strong background in graphic design, digital marketing, technical sales, and client relations across diverse industries, including technology, higher education, and hospitality. Skilled in branding, content strategy, business development, and marketing automation, I specialize in creating compelling visual assets and targeted marketing campaigns to drive engagement and revenue. Experienced in managing B2B client relationships, optimizing outreach strategies, and delivering innovative digital solutions. Adept at CRM tools, workflow automation, and cross-functional collaboration, I thrive in fast-paced environments that require adaptability, creativity, and analytical problem-solving.

## KEY SKILLS

### Graphic Design & Digital Media

- Adobe Illustrator, Photoshop, InDesign, Canva for branding and marketing
- Web design using Adobe XD, Figma, and Wix
- Visual identity development, layout design, and digital asset creation

### Marketing & Content Strategy

- Digital and traditional marketing campaigns
- Social media management and audience engagement
- LinkedIn and email marketing automation
- Performance tracking with Google Analytics

### Sales & Business Development

- B2B lead generation and investor outreach
- CRM platforms: LinkedIn Sales Navigator, HubSpot, and Caspio
- Sales presentations, client negotiations, and contract management

### Project & Workflow Management

- Process optimization and task coordination
- Project tracking using Asana, Slack, and Zoho
- Document management and organization

### Administrative & Team Coordination

- Staff training, shift scheduling and performance monitoring
- Cash handling, inventory management and daily sales reporting
- Meeting coordination, internal and external communications

### Office & Productivity Tools

- Microsoft Office Suite including Word, Excel, Outlook, and Powerpoint
- Google Workspace including Docs, Sheets, and Drive
- macOS Programs including Keynote, Pages, and Numbers

## WORK EXPERIENCE

### Freelance Graphic Designer

*Self-Employed - Vancouver | Dec 2023 - Present*

- Collaborate with clients to develop compelling branding, social media graphics, and marketing materials that align with business goals.
- Design & refine creative assets for print, web, and digital campaigns, ensuring consistency and engagement.
- Deliver high-quality designs under tight deadlines, balancing multiple projects using industry-standard tools.
- Key Projects:
  - Designed a wine label for a boutique winery in Mexico, ensuring market-ready branding.
  - Created high-performing social media graphics for small businesses, increasing audience engagement by 15%.
  - Provided professional photo retouching for commercial and personal clients.

### Barista & Social Media Associate

*Tasty Market & Cafe - Vancouver | Sep 2023 - Present*

- Manage social media content creation, designing engaging graphics and marketing visuals to increase brand visibility.
- Develop and implement promotional campaigns that enhance customer engagement & foot traffic.
- Train & onboard new employees, ensuring smooth workflow and high service standards.
- Oversee store operations, handling inventory, transactions, and daily sales reporting.

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## WORK EXPERIENCE

### Digital Marketing Project Manager

*Advisor Appointments - Philippines* | Feb 2021 - Jul 2023

- Managed 30+ client accounts, developing custom LinkedIn marketing campaigns for financial professionals and startups.
- Developed and optimized outreach strategies, writing high-converting InMail messages and email campaigns that improved lead conversion rates by 10%.
- Utilized LinkedIn Sales Navigator to identify and segment high-value investment prospects, refining targeting for maximum ROI.
- Researched and launched an email marketing project, evaluating software performance and implementing strategies to expand the client base.
- Contributed to a 25% revenue increase by optimizing B2B digital marketing strategies.

### Technical Sales Consultant - Higher Education Solutions

*Fasttrack Solutions - Philippines* | Dec 2019 - Apr 2020

- Managed a portfolio of colleges and universities nationwide, leading business development initiatives to integrate SAP software into curricula.
- Negotiated contracts and led high-level sales presentations with university presidents, deans, and IT directors.
- Developed strategic outreach plans, utilizing CRM tools to track prospects, improve pipeline efficiency, and drive conversions.
- Provided consultative solutions for universities, aligning SAP adoption with academic and operational needs.

### Marketing Specialist

*Appsolutely - Philippines* | Aug 2018 - Oct 2019

- Developed and executed marketing strategies to drive user acquisition for the LoyalCoin app.
- Managed brand messaging, social media content, and digital marketing campaigns.
- Conducted market research and competitive analysis to optimize promotional efforts.
- Created marketing materials, sales decks, and proposals for potential clients.
- Coordinated and presented at events, expos, and conferences to generate brand awareness.

### Real Estate Marketing Coordinator

*Vista Land & Lifescapes - Philippines* | Aug 2016 - Aug 2018

- Developed and executed real estate marketing campaigns to promote residential properties.
- Created property listings, brochures, flyers, and digital ads to attract potential buyers.
- Coordinated open houses, property viewings, and client site tours to showcase developments.
- Managed social media marketing and online lead generation strategies for property sales.
- Conducted market research on real estate trends, pricing, and buyer preferences.
- Assisted in developing promotional strategies for new property developments and sales events.
- Collaborated with real estate agents, brokers, and developers to enhance brand visibility.

### Event Marketing Specialist

*TheCollective - Philippines* | Mar 2016 - Jul 2016

- Planned and executed corporate marketing events, expos, and brand activations.
- Developed event marketing strategies to enhance brand awareness and audience engagement.
- Managed event logistics, including venue selection, scheduling, and vendor coordination.
- Created promotional materials and digital content to support event marketing campaigns.
- Assisted in sponsorship outreach and partnership development to increase event visibility.
- Conducted market research and post-event analysis to measure campaign effectiveness.
- Collaborated with marketing, sales, and creative teams to align messaging and branding.

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## WORK EXPERIENCE

### Broadcast & Media Technician

*CNN - Philippines* | May 2014 - Feb 2016

- Managed ingestion, organization, and archiving of video and audio assets for broadcast.
  - Ensured metadata tagging, categorization, and storage for efficient media retrieval.
  - Assisted in preparing media files for on-air broadcast and digital distribution.
  - Performed quality control checks to ensure compliance with technical standards.
  - Maintained CNN Philippines's media asset management (MAM) systems and file structure.
  - Coordinated with producers and technical teams to ensure smooth content workflow.
  - Assisted in troubleshooting media playback and file transfer issues in broadcast systems.
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## EDUCATION

### Certificate in Graphic Design

*British Columbia Institute of Technology - Vancouver* | Sep 2023 - Aug 2024

- Graduated with Distinction, GPA: 4.0
- Key focus areas: Prepress, Brand Identity, Visual Layout, Typography, UI/UX, and Web Design

### Bachelor of Arts in Communication Arts

*University of Santo Tomas - Philippines* | Jun 2010 - Mar 2014

- Graduated Cum Laude, GPA: 3.5
  - Assessed as equivalent to a Canadian 3-year bachelor's degree by the BCIT International Credential Evaluation Service in August 2024
  - Key focus areas: Journalism, Public Relations, Marketing
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## LANGUAGES

- **English:** IELTS General Training - Overall Band Score: 8.0 - February 2025  
Listening: 9.0 | Reading: 8.0 | Writing: 7.0 | Speaking: 7.5
- **Tagalog:** Native Speaker