MARGIE ONTOLAN

SOCIAL MEDIA & DIGITAL MARKETING

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Creative and detail-oriented Social Media and Digital Marketing Assistant with experience supporting UK businesses. Skilled in content planning, graphic design, short-form video editing, social media scheduling, audience engagement, email marketing and performance reporting. Experienced in lead generation, website updates and maintaining brand consistency across digital channels.

EXPERIENCE

Digital Marketing & Property Support
GK Alpha (UK)

Created LinkedIn content and graphics, supported audience engagement and lead generation, reported on performance, and maintained property marketing packs and website listings.

Video Editor & Graphic Designer
OMT Training (UK)

- Created branded short-form videos and social media graphics with polished edits and consistent visual storytelling.

Investor Pitch & Deal Pack Design
Holness Property Group (UK)

- Designed an editable rent-to-rent investor pitch with property details, branded layouts and investment tables.

Social Media Manager
Luelle Property Group (UK)

- Managed LinkedIn content, created lead magnets, Mailchimp campaigns and marketing graphics, and scheduled posts using Metricool.

Social Media Manager
Lloyd Groom Property (UK)

- **Managed Facebook and Instagram, creating investment-focused posts, videos and marketing graphics for a UK HMO developer.**

Website Creation
JC Big Thumb Massage (PH)

- **Built a Wix website with service showcases, online booking and branded graphics.**

KEY SERVICES & SKILLS

Lead Generation & Client Support
- Prospect research & qualification
- Investor outreach & follow-ups
- Customer enquiries & coordination
- Data entry, reporting & documents
- Email, chat & workflow management

Social Media Management
- Content strategy & planning
- Social media account management
- Analytics & performance tracking
- Content calendars & scheduling
- Audience engagement
- Website content updates

Graphic Design
- Logo design
- Posters & flyers
- Banners & covers
- Social media graphics
- Advertisements
- Product brochures

Marketing & Content
- Social media content scheduling
- Community management (comments & DMs)
- Short-form video editing (Reels, Shorts, TikTok)
- Email marketing campaigns
- Analytics & performance reports
- Lead generation & outreach

TOOLS & SOFTWARE

Metricool | Meta Business Suite | Hootsuite | Canva | Trello | Wix Studio | Monday.com | CapCut | Microsoft 365 | Vimeo | GoDaddy | Google Workspace | Slack | OpenRent | Grammarly | Claude | Skool | Mailchimp | Hostinger | Notion | Lovable | ChatGPT