


CLARITA REYES

Sales & Marketing Strategist | Social Media Expert | Web Designer & Developer

CONTACT

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 Philippines

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 [My Portfolio](#)

SKILLS

-  Sales Strategy & Lead Generation
-  Digital Marketing & Campaign Execution
-  Social Media Management & Growth
-  Web Design & Development
-  Content Creation & Copywriting
-  Branding & Visual Communication
-  Data Analysis & Performance Optimization
-  Client Relationship Management
-  Project Management & Time Efficiency
-  Creative Problem-Solving & Innovation
-  Effective Communication & Collaboration

EDUCATION

Bachelor of Science in Computer Science

University of the East, Manila | 1993-2003

ABOUT ME

I help businesses grow with a mix of strategy, storytelling, and design that feels true to who they are.

With over 20 years in sales and marketing, I've learned that what works- is clarity, creativity, and connection. Whether I'm writing content, building a website, or creating a campaign, I always start with the heart of the brand and build from there.

I wear a few hats, Sales & Marketing Strategist, Social Media Expert, Web Designer & Developer, but at the core, I just love helping people bring their ideas to life and grow something meaningful.

EXPERIENCE

Sales & Marketing Strategist | Social Media Expert | Web Designer & Developer

Freelance Consultant

September 2019- Present

- Partnered with startups and small businesses to improve online visibility and grow their customer base.
- Designed and executed tailored digital campaigns across social media, email, and PPC, increasing web traffic and lead conversions.
- Managed full-cycle content creation, from strategy to visuals to publishing, for blogs, newsletters, and social channels.
- Improved user experience and conversion rates through website audits and funnel optimization.

- Analyzed performance metrics to fine-tune strategies and deliver measurable ROI.
- Built long-term client relationships through clear communication, transparency, and consistent value delivery.



Senior Direct Sales Executive

ORBIT SHOWTIME NETWORK(OSN), DUBAI, U.A.E.

2009- 2019

- Exceeded monthly sales targets by 20%+ through personalized sales strategies and in-depth product knowledge.
- Sold subscription services through door-to-door, telemarketing, and in-person presentations, building trust quickly.
- Collaborated with marketing and customer support teams to ensure smooth onboarding and satisfaction.
- Took the lead in promotional events and roadshows to generate buzz and acquire new customers.
- Stayed up-to-date on Pay TV trends to provide clients with the best-fit solutions.



Direct Sales Account Officer/ Junior Assistant Manager

AMERICAN EXPRESS BANK, PHILIPPINES

2005 - 2008

- Developed and implemented sales strategies for credit card services and banking products.
- Prospected clients through cold calls, direct mail, and referrals, consistently meeting and exceeding targets.
- Maintained and updated CRM data to better understand client needs and buying behaviors.
- Worked cross-functionally with Marketing, Customer Service, and Credit Risk to ensure a seamless customer experience.
- Represented the brand at events and activations to raise awareness and drive acquisition.



Educational Consultant/ Manager in Training

BRITANNICA PHILIPPINES, INCORPORATED

1994 - 1998

- Consulted with schools and institutions to offer tailored educational solutions from the Britannica product suite.
- Presented at conferences and trade shows to expand brand presence and generate leads.
- Fostered strong partnerships with academic institutions, leading to repeat business and referrals.
- Provided top-tier support to clients, ensuring high satisfaction and long-term engagement.