

MARIUS SANCHEZ

WORK EXPERIENCE

Executive Assistant | Email & Marketing Specialist

Mar 2023 - Apr 2026

tHAIRapy Salon & Extension Studio LLC | Remote

Served as an Executive Assistant for a salon business, with a primary focus on email marketing and client communication support to drive engagement and repeat bookings. Planned and executed email campaigns including newsletters, promotional offers, and follow-ups, using Klaviyo to manage scheduling, audience targeting, and campaign delivery.

Supported email marketing strategy by organizing campaign content, ensuring consistent messaging, and aligning emails with ongoing promotions and business priorities. Managed basic list organization and segmentation to help ensure messages reached the right client groups at the right time.

Maintained clear and professional communication through email, responding to inquiries, sending updates, and handling client concerns with attention to detail to support retention and customer experience.

Collaborated with the team to coordinate promotions and ensure email campaigns aligned with in-salon activities and marketing initiatives. Also supported general administrative tasks such as scheduling, data organization, and record management to keep daily operations running smoothly.

Executive Assistant | Content Creation

Beauty Barber Tax Pro | Remote

Apr 2019 - Feb 2023

Served as a Marketing Specialist for a service-based client, focused on social media content creation and overall marketing execution to drive engagement and repeat business.

Managed end-to-end social media content creation, including planning post ideas, writing captions, designing content direction, and coordinating visuals to maintain a consistent brand presence across platforms. Scheduled and published content while ensuring alignment with ongoing promotions and business priorities.

Supported campaign planning by maintaining content calendars, organizing promotional activities, and aligning social media output with broader marketing initiatives.

Tracked basic performance metrics such as engagement rates and content reach to support ongoing content optimization and improvements.

Ensured consistent brand messaging across all social media communications while supporting day-to-day marketing coordination and execution.

CUSTOMER SERVICE REPRESENTATIVE

Convergys Inc.

June 2016 - Mar 2019

Handled objections and inquiries from inbound callers by actively listening and providing clear, solutions-focused responses. Resolved emerging customer issues with professionalism and urgency, ensuring concerns were addressed promptly and effectively. Consistently delivered efficient, high-quality customer service to maintain satisfaction and build positive client relationships.



CONTACT

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Bacoor City, Philippines

EDUCATION

Mapua Institute of Technology

Bachelor of Science in Mechanical Engineering
2011 - 2015

University of Perpetual Help System Dalta

Highschool
2007 - 2011

PROFESSIONAL SKILLS

- Customer service and relationship management
- Conflict resolution and de-escalation
- Problem-solving and quick decision-making
- Multitasking and time management
- Professional presentation and grooming
- Cultural awareness and sensitivity
- Team collaboration and adaptability
- Attention to detail and situational awareness
- Empathy and patience
- Time management and rapport building

PERSONAL INFORMATION

Birthday
Sept 28, 1994

Height
169 cm

Nationality
Filipino

Weight
138 lbs

Language
English