

Kchristaihne Castillo

Cavite, PH | +63-9064249861 | kchristaihne@kconnectva.services | [linkedin.com/in/kchristaihne-castillo/](https://www.linkedin.com/in/kchristaihne-castillo/)

ORGANIC GROWTH LEAD & CONTENT SYSTEMS STRATEGIST

Digital Marketing Specialist with 7+ years of experience in growth marketing, social media, influencer marketing, and lifecycle email campaigns across e-commerce and client service models. Known for data-led audience segmentation, cross-channel execution, and measurable outcomes in organic growth, engagement, and conversion.

CORE EXPERTISE & TECHNICAL ARCHITECTURE

- **Growth Marketing:** Campaign Strategy, Organic Conversion Funnels, Conversion Rate Optimization (CRO), A/B Testing, Multi-Channel Acquisition.
- **Email & CRM Stack:** Mailchimp, ActiveCampaign, Constant Contact, List Architecture, Tag-Based Audience Segmentation, Automated Lead Nurturing.
- **Social Media & Content:** Content Strategy, Social Media Management, Podcast Hosting & Production, Short-Form Video Editing (Riverside), Copywriting & Proofreading.
- **SEO & Web Operations:** Technical/Local SEO, Keyword Targeting, Local Citations, Press Outreach (HARO, Qwoted, SourceBottle), WordPress (Elementor, Divi), GA4 & Google Search Console.
- **Operations & Tools:** SOP Development, Workflow Automation, Project Management (ClickUp, Asana), Canva Pro, Ethical AI Integration..

PROFESSIONAL EXPERIENCE

K-Connect Virtual Assistance Services, Remote | January 2019 – Present

Founder & Growth Strategist

- Build and manage an independent digital agency and community framework, delivering growth marketing, lifecycle email automations, and operational strategy for international client retainers.
- Facilitate industry workshops and mentorship programs, training virtual assistants and digital marketers on service delivery SOPs, client communication, and the ethical application of AI tools in marketing workflows.
- Engineered viral short-form media distribution on Threads, driving a 198x surge in content views (264,788 total views), capturing 118.5K+ unique viewers and onboarding 1,024+ net followers (+3,938% 90-day growth) with a 99% non-follower reach rate.
- Designed multi-platform organic growth systems, elevating Instagram account views by +4,400% MoM and capturing up to 74% non-follower discovery through targeted short-form video frameworks.
- Executed paid TikTok video boost campaigns and live stream promotions, generating 13.5K+ combined video impressions, 159 live viewers, and direct landing page conversions.

Above Promotions, Tampa, FL (Remote) | June 2022 – October 2026

Senior Content Strategist & Lifecycle Marketing Lead (*Official Title: Marketing Coordinator*)

Serves as end-to-end growth lead managing client digital marketing ecosystems, lifecycle automation systems, web properties, and podcast media production.

Organic Content & Media Production

- Hosted and produced podcast episodes, directing end-to-end guest acquisition (sourcing, vetting, and booking via Podcast Guests, Matchmaker.fm, Connectively/HARO, LinkedIn, and Discord) and editing video/audio and short-form clips in Riverside.
- Authored high-converting long-form SEO blog content for regional brands and community initiatives—including Winners Worship Center, Black Innovation Leaders of Florida, Winners Resource Center, and Island Flavors and Tings—boosting organic site traffic by 32%.
- Directed organic social media management, overseeing proofreading, graphic asset creation, and content distribution calendars across client accounts.

Lifecycle CRM & Email Growth

- Architected multi-channel CRM and lifecycle email strategies across Mailchimp and Constant Contact, utilizing tag-based segmentations and automated lead nurture sequences that increased average email open rates to 34% and subscriber engagement by 28%.
- Engineered data-driven audience segmentation and tag-based workflows, driving targeted email campaigns that increased click-through rates (CTR) by 4.2% across distinct buyer personas.

SEO, Web Operations & Analytics

- Executed front-end website development and maintenance in WordPress using Elementor and Divi, optimizing page layouts, user navigation, and landing page conversions.

- Monitored web and campaign analytics via GA4 and Google Search Console, implementing local SEO keyword targeting, citation building, and off-page PR outreach to drive regional foot traffic.
- Streamlined cross-functional operations across 8+ concurrent client projects in ClickUp and Asana, establishing standardized workflows that cut product delivery cycles by 15%.

Epic eTailers LLC, Flower Mound, TX (Remote) | November 2021 - March 2022

E-Commerce Growth & Content Optimization Lead (Official Title: Amazon Specialist)

Led top-of-funnel creator partnerships, social content distribution, and conversion rate optimization (CRO) for digital storefronts.

- **Scaled creator acquisition engines** by recruiting and managing 25+ influencer and affiliate partners, driving a 35% lift in top-of-funnel brand reach and direct storefront traffic.
- **Architected cross-platform organic distribution** across 7 social media channels, generating a 40% increase in audience engagement through structured content calendars.
- **Optimized 20+ video listings and visual assets** with enhanced metadata and VTT accessibility files, boosting overall organic listing conversions by 12%.
- **Designed conversion-focused A+ Content**, visual brand assets, and product copy, accelerating average listing conversion rates from 8% to 15% (87.5% conversion lift).

Signalytics, Dover, DE (Remote) | May 2021 - November 2021

Social Media Manager & Operations Specialist

- **Architected multi-platform content campaigns** across social ecosystems, expanding organic reach by 45% and growing online community membership by 2,500+ followers.
- **Deployed automated email lifecycle sequences**, utilizing post-campaign metric analysis to achieve a 22% increase in subscriber retention and repeat engagement.
- **Authored 10+ operational SOPs** for cross-functional marketing workflows, improving task execution speed by 30% and eliminating client delivery bottlenecks.
- **Managed C-level executive scheduling and operations tracking**, supporting a client retainer portfolio generating \$500K+ in recurring revenue.

Nightingale, Canada (Remote) | November 2020 - May 2021

Influencer Marketing Manager

- **Executed outreach campaigns targeting 100+ niche creators**, securing 30+ brand partnerships and expanding digital footprint by 25%.
- **Negotiated high-value product placements** with subscription box services and wholesale retail distributors, increasing physical B2B product placement revenue by 18%.
- **Analyzed creator campaign metrics** to eliminate low-performing channels, optimizing overall influencer marketing ROI by 20%.

Doodlehog, Milwaukee, WI (Remote) | March 2021 - April 2021

Outreach Specialist

- **Sourced** and built relationships with 50+ key creators, driving co-branded content campaigns that achieved 150K+ combined social impressions.
- **Synthesized** post-campaign performance data into actionable insights, refining future creator recruitment criteria and raising engagement rates by 14%.

Skin Club Cosmetic Doctors, Australia (Remote) | August 2020 - September 2020

Digital Marketing Strategist

- **Engineered** targeted Instagram creator outreach via Heepsy, generating a 19.37% organic growth in social media following within 30days.
- **Audited** monthly performance analytics across organic channels to refine ad and content strategy, lowering cost-per-engagement by 16%.

Magway Trading Inc, Canada (Remote) | January 2019 - June 2020

Digital Marketing Strategist

- **Managed full-funnel digital strategy** across 5 social platforms and ActiveCampaign email workflows, growing total subscriber base by 35%.
- **Executed on-page SEO strategies and high-converting product descriptions**, lifting organic search rankings on target keywords into top 5 Google search positions.

- **Spearheaded B2B retail outreach**, closing 12 new wholesale accounts to expand physical product distribution revenue.

FEATURED PROOF OF WORK & PORTFOLIO

- **Interactive Portfolio & Case Studies:** kchristaihne.my.canva.site/growth-strategist
- **Key Growth Campaigns:** 264K+ Organic Views on Threads/Instagram (99% non-follower reach) | 8% to 15% E-Commerce Listing CRO Lift | 34% Average Email Open Rate | 32% SEO Organic Traffic Increase

EDUCATION & CERTIFICATIONS

Bachelor of Science in Entrepreneurship | Polytechnic University of the Philippines – Sta. Mesa (*Anticipated Graduation: 2026*)

Legal Studies | Lyceum of the Philippines University – Cavite (*2014 – 2016*)

Professional Development: Microsoft Excel In-Depth Course • Project Management Certification • Email Marketing Apprenticeship (*Surge Digital*)