



MART

VIDEO INTERVIEW

WORK EXPERIENCE

GROUP MANAGER – PRODUCT MANAGEMENT AND CONTENT DEVELOPMENT

RMN Networks, Philippines | 3 Years, 7 Months

- Led and managed multiple departments, developed and improved media content, and contributed to business growth and financial goals.

MANAGER – NETWORK RESEARCH (CONCURRENT ROLE)

RMN Networks, Philippines | 7 Years, 7 Months

- Conducted nationwide media research, analyzed Nielsen and Kantar data, and led internal and external research teams for content and program development.

ASSISTANT MANAGER

Power Mac Center, Philippines | 4 Years, 1 Month

- Supervised third-party product business, developed product strategies, and managed marketing programs to increase profitability.

SENIOR CATEGORY MANAGER/PRODUCT MANAGER (CONCURRENT ROLE)

Power Mac Center, Philippines | 4 Years, 1 Month

- Led product sales and marketing strategies for third-party Apple product accessories, managed demand forecasting, and optimized profit margins.

PART-TIME INSTRUCTOR

Polytechnic University of the Philippines | 9 Years, 9 Months

- Taught Corporate Communication, Advertising, Media Literacy, TV and Radio Production, and Media Research courses.

MEDIA PLANNER & BUYER – UNILAB ACCOUNT

Starcom MediaVest Group Philippines | 7 Months

- Developed and executed media plans, managed advertising placements, and conducted media spending analysis for Unilab brands.

NETWORK SECRETARY (EXECUTIVE ASSISTANT) AND RESEARCH COORDINATOR

RMN Networks, Philippines | 2 Years, 9 Months

- Managed department communications, coordinated research projects, handled financial documentation, and supported executive-level tasks.

SKILLS/AREAS OF EXPERTISE

- Project Management
- Production Coordination
- Administration
- Media planner and buyer

TECHNOLOGY

- Mars
- Google Workspace
- MS Office 365
- Google Ads

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