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WORK EXPERIENCE

MARKETING SUPPORT SPECIALIST/SUPERVISORY

Filinvest Land Inc. - Grand Cenia by Filinvest | February 2025 - December 2025 (11 Months)

- Led media relations, influencer partnerships, content direction across print and digital channels, and end-to-end event planning while collaborating with digital and SEO teams to deliver cohesive, results-driven marketing campaigns

MARKETING CONSULTANT (CONTRACT)

Business of Software, Cambridge, United Kingdom | June 2024 - September 2024 (3 Months)

- Co-developed marketing plans to drive lead generation and ticket sales, produced multi-channel digital content, and conducted market research to identify growth opportunities and audience trends

DIGITAL SALES OFFICER

BE Residences | February 2023 - June 2024 (1 Year, 5 Months)

- Managed social media and digital content for official project pages, handled online inquiries via website and email, and coordinated with a network of realtor partners to support sales initiatives

COPYWRITER

KLIQ Inc. | October 2022 - February 2023 (4 Months)

- Produced branded content and creative copy for major lifestyle publications and high-profile clients, delivering campaigns aligned with brand voice and marketing objectives

MARKETING COMMUNICATIONS ASSOCIATE

BE Residences | November 2020 - October 2022 (1 Year, 11 Months)

- Developed print and digital marketing collaterals, led physical and digital events, initiated creative direction for campaigns, and supported CSR initiatives to strengthen brand engagement

CONTENT WRITER

Blueberry Digital Labs | June 2019 - August 2020 (1 Year, 2 Months)

- Researched data-driven insights, wrote SEO-integrated landing pages, ad copy, and product descriptions to support marketing communications and digital growth

SKILLS/AREAS OF EXPERTISE

- Marketing Support & Campaign Execution
- Content Creation (Digital & Print)
- Copywriting & Content Editing
- Social Media Management
- Event Planning & Coordination
- Market Research & Analysis
- Lead Generation Support
- Email Marketing & Newsletter Creation
- Basic Graphic & Video Editing
- Cross-team Collaboration (Marketing, Digital, SEO)

TECHNOLOGY

- HubSpot
- Trello
- Adobe Photoshop (Basic)
- Sony Vegas Pro
- Canva
- WordPress
- Mailchimp
- Microsoft Office (Word, Excel, PowerPoint)
- Google Drive/Google Workspace

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