



ABE NITO

PORTFOLIO

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PROFILE

Creative and goal-oriented professional with experience in marketing, ux and web design. I enjoy crafting digital experiences and leading cross-functional teams in developing products that drive growth and enhance user interactions.

WORK

Digital Marketing Intern

Mar. - Apr. 2017

[Eggbeater Creative](#), Vancouver

- Analyzed and audited the online presence of [Armoury District](#), [Sublime Interiors](#) and [Three Centuries Antiques](#) utilizing Google Analytics
- Created and implemented digital marketing and website optimization plans, increasing backlinks by at least 40% and boosting Google search result rankings

Marketing Manager

Jan. 2013 - Dec. 2016

[Ibarra Bio Med Int'l Trading Corp.](#), Manila

- Improved company's online presence by creating and managing social media accounts, designing and launching the *company* and partner websites
- Created marketing collaterals to promote [Traumeel](#)
- Overall digital efforts generated 80% increase in online engagement and at least 45% in B2C sales

Account Manager

Aug. 2012 - Jul. 2013

[McCann Worldgroup](#), Manila

- Spearheaded the planning, production and launch of digital, print, and activation campaigns for [BGC](#), [Ipanema](#) and [L'Oreal INOA](#); and television commercials for [Cherry Mobile](#) and [Microsoft Windows 8](#)
- Managed client relations and clearly communicated to the production team their business goals and needs based on budgets and time limitations
- Performed tasks central to project progress including overall team coordination, strategy, scheduling, budgeting and regular team alignments

PROJECTS

Product Manager

May 2019 - Present

[YDX Innovation](#), Vancouver

[Ameegos](#) - Interactive robot toy for children with autism

- Defined the project scope, goals, deliverables and the roadmap to ensure client requirements are met
- Conducted user research and expert interviews to have a deep understanding of user needs

Product Manager

Jan. - Apr. 2019

[Truly Social Games](#), Vancouver

[Memento](#) - Geospatial mobile augmented reality (AR) app

- Created the vision, product pipeline, feature list and ensured alignment within the development team through daily standups
- Implemented an agile ideation plan using scrum methodologies
- Finished product exceeded client expectations and turned over materials are currently being used for investor decks
- Chosen to present at the Centre for Digital Media (CDM) showcase

Project Manager and UX Designer

Oct. - Dec. 2018

[Circle](#) - Enterprise networking mobile app

[Qbo](#) - 2.5D mobile puzzle game

- Defined the product solution and concept
- Managed priorities and created user flows and wireframes
- Conducted user interviews and usability testing to maximize product efficiency and user experience
- Chosen to present at the CDM annual showcase
- Launched beta version of [Qbo](#) on Google Play Store

EDUCATION

Simon Fraser University, Vancouver

Master of Digital Media

Sept. 2018 - Present

Ateneo de Manila University, Manila

B.S. Management, Major in Communications

Technology, Minor in Enterprise Development

June 2008 - May 2012

CERTIFICATIONS

British Columbia Institute of Technology (BCIT), Vancouver

Technical Web Design

Mar. 2018

University of British Columbia (UBC)

Sauder, Vancouver

Digital Marketing

Apr. 2017

LANGUAGES

English

Filipino

SKILLS

Marketing

Blogging
 Keyword Research
 Pitch Presentations
 Product Demos

Video Editing (Camtasia)
 SEO
 Social Media Marketing
 Storyboarding

Design

Adobe Creative Suite
 Flinto
 InVision
 Sketch

Information Architecture
 Mockups
 User Flows
 Wireframes

Development

Visual Studio Code

HTML/CSS/JS

Project Management

Asana

Agile

Trello

Scrum

Research

Interviews

Usability Testing

Surveys

User Journey

AWARDS

Top 10 Finalist, [Niantic Beyond Reality](#)

[Developer Contest](#)

Apr. 2019 - Present

Scholarship, [Centre for Digital Media \(CDM\)](#)

Jan. 2019 - Present

First Place, [Nokia Protege Project](#)

Aug. - Sept. 2011

First Runner-Up, Philippine Association of National

Advertisers (PANA) Marketing Competition

Oct. 2011