

## WORK

### Marketing Campaigns and Programs Intern Aug. 2019 - Present

SAP, Vancouver

- Collaborates with marketing teams in all stages of marketing campaigns from concept to deployment
- Manages digital customer engagement projects and multi-touch campaigns including email, social and internal communications for field enablement

### Digital Marketing Intern Mar. - Apr. 2017

Eggbeater Creative, Vancouver

- Analyzed and audited the online presence of *Armoury District*, *Sublime Interiors* and *Three Centuries Antiques* using 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

McCann Worldgroup, Manila

Aug. 2012 - Jul. 2013

- 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 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 gain 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

## PROFILE

Analytical, creative and goal-oriented professional with experience in marketing, product management, ux and web design. I enjoy crafting digital experiences and working with cross-functional teams in developing products and solutions that drive growth and enhance user interactions.

## EDUCATION

### Simon Fraser University (SFU), Vancouver

Master of Digital Media

Sept. 2018 - Dec. 2019

### Ateneo de Manila University, Manila

B.S. Management, Major in Communications Technology, Minor in Enterprise Development

June 2008 - May 2012

## CERTIFICATES

### British Columbia Institute of Technology (BCIT), Vancouver

Technical Web Design

Mar. 2018

### University of British Columbia (UBC)

Sauder, Vancouver

Digital Marketing

Apr. 2017

## SKILLS

Agile Methodologies

Content Creation

Copy Writing

Scrum

Business analysis

Business development

Data analysis

Goal-setting

Market Research

Information Architecture

Prioritizing

Risk analysis

Roadmapping

Strategic thinking

Team management

User Flows

UX Research and Design

Wireframing

Adobe Creative Suite

Jira

Marketo

Microsoft Office

InVision

Sketch

Flinto

HTML/CSS/JS

Visual Studio Code

## AWARDS

Top 10 Finalist, Niantic Beyond Reality

Developer Contest

Apr. - Oct. 2019

Scholarship, Centre for Digital Media (CDM)

Jan. - Sept. 2019

First Place, Nokia Protege Project

Aug. - Sept. 2011

First Runner-Up, Philippine Association of National Advertisers (PANA) Marketing Competition

Oct. 2011