

KATRINA BIANCA

SUMMARY

I am a Licensed English Teacher with experience in Marketing, Sales, Administrative work, and social media. As a persistent sales and marketing assistant, my education and law background has helped me be keen in analyzing human behavior and market prices, understanding customer needs, observing latest advertising trends, and applying it to sales and communication with clients from around the world. I am dedicated to helping clients find the best products that fit their deadlines and specifications while taking into consideration quality, compatibility and affordability. I am trustworthy, convincing and a good teammate who is ready to make a positive impact in the industry of marketing products and services.

KEY SKILLS

- Detail oriented
 - Resourcefulness
 - Promptness
 - Negotiator
 - Creative
 - Research oriented
 - Driven
 - Problem solving
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WORK EXPERIENCE

Sales and Marketing Associate / Social Media Manager / Email and Chat Support

[REDACTED] April 2025 – July 2025)

- Social media content management, reels, visuals, publishing and content creation
- Copywriting
- Email marketing and establishing connections among international agents from Global Affinity Alliance
- CRM, Excel, Canva and Meta Business Suite
- Monitor marketing stages through funnels
- Endorsing and nurturing leads to appropriate team to handle (Import, Export, Brokerage)
- Cold calling to local companies to advertise our freight services
- Increase visibility among Freight Forwarders through social media engagement
- Facilitate feedback to improve the quality of services and customer experience
- Making the brand recognized by great customer service and seamless transactions
- Keep up with social media trends
- Answering inquiries about freight service

Sales, Admin and Marketing Assistant / Social Media

October 2024- Feb 2025)

- Social media content management, publishing and content creation
- Experience in accounting and inventory system
- Increasing visibility among electrical suppliers by increased social media engagement
- Researching product specifications and making advertisements on social media
- Making the brand recognized by great customer service and smooth transactions
- Keeping up with social media trends and style of advertising in electrical companies
- Sending formal price quotations, taking orders and computing for purchase
- Answering inquiries about products, location, availability and prices
- Answers to emails, chats, calls and inquiries on social media.
- Journal entry for sales invoice for electronic transactions

Behavior Analyst / Receptionist

June 2023- October 2024)

- Assesses student behavior, needs and behaviors.
- Recommends ideal program package for patients after initial assessment.
- Collects payment from parents or guardians of patients.
- Creates schedule of appointment, schedule of teachers, and schedule of patients.
- Writes clients' case report and recommended study plan.
- Makes worksheets and interactive activities for patients.
- Provides outline of progress and activities of students after every session.
- Recognize critical improvements in patient behaviors.
- Stay up to date with the latest ABA-related information, techniques, and developments.
- Keep detailed records of treatments and improvements.

Part-time Special Needs Teacher

April 2024- Present)

- Provide feedback to patients.
- Writes written report of progress and activities of students after every session.
- Collaborates with Occupational Therapists, Speech Therapists and parents.
- Recognize critical improvements in patient behaviors.
- Stay up to date with the techniques, and developments.
- Keep detailed records of treatments and improvements.

Barista

May 2021 – June 10, 2022)

- Answers to phone calls, emails, and queries in social media platforms.
- Makes hot and cold beverages.
- Serves baked pastries.
- Suggesting and upselling new and improved products.

Student Assistant

(June 2016- February 2020)

- Answers to phone calls, emails, and personal queries of students and alumni.
- Writes and distributes seminar invitations to different universities in Bulacan.
- Checks and records students' output in their master's degree.
- Coordinates with teachers and school officials for organizing organizational events inside the campus

EDUCATION

[REDACTED]
Master's in Educational Management
9 units

Aug 2024-Present

[REDACTED]
Juris Doctor
9 units

2021-2022

[REDACTED]
Bachelor of Secondary Education major in English

2015-2020
