



Niña

Marketing professional with 5+ years of experience in brand strategy, end-to-end campaign execution, and performance-driven content development across digital channels. Skilled at translating strategic direction into actionable plans, leading cross-functional collaboration, and generating insights that drive continuous improvement. Known for blending creativity with data to deliver growth, engagement, and consistent brand alignment.

CONTACT



SOCIALS & WORKS



EDUCATION

**Bachelor in Advertising
and Public Relations**
cum laude

2015 - 2019

REFERENCES

WORK EXPERIENCE

Brand Manager

Nov 2023 - March 2025

- Supported brand leadership in defining marketing direction and campaign priorities for a new digital platform, aligning execution with evolving product and business goals.
- Led execution of content-driven acquisition and community strategies, resulting in 13K+ sign-ups and 6K+ engaged community members within 5 months.
- Collaborated with the content team to deliver multi-channel assets across email, social, and promotional campaigns, achieving 10K+ average organic impressions/post and a 14.2% engagement rate.
- Managed full-cycle planning and logistics for offline activations (e.g., alpha playtests, events, sponsorships), resulting in 1,000+ site visits, 900 sign-ups, and 300+ closed alpha testers.
- Contributed to an in-depth market research effort that shaped the company's go-to-market strategy and informed a complete rebrand.
- Owled content development for the rebrand rollout — including social posts, video scripts, launch articles, and storyboard coordination.
- Worked cross-functionally with design, CX, and product teams to ensure all marketing materials reflected strategic positioning and brand tone.
- Played a key role in managing external sponsorships and event partnerships — from vendor coordination to post-event performance analysis — to increase visibility and user activation.

External Communications Manager

Sep 2022 - Sep 2023

- Led brand-facing partnerships and offline events, reaching over 1,600 attendees and 500K+ users through high-impact external activations.
- Developed live content formats (AMAs, Twitter Spaces, partner promotions) that increased brand visibility and strengthened community engagement.
- Built and maintained a real-time KOL/influencer tracking system to support targeted outreach and partnership prioritization.
- Personally managed outreach and conversion of 300+ creators, streamers, and gaming partners, owning communications from end to end.
- Contributed insights on acquisition messaging and positioning based on performance metrics and audience feedback.

Brand Associate

Dec 2021 - Sep 2022

- Collaborated with senior marketing and product leads to execute campaigns across fintech verticals, contributing to user acquisition, loan disbursement, and product sign-up goals.
- Contributed to the growth of digital lending products, achieving a 12% increase in sign-ups and supporting a monthly loan disbursement of ₱100M+. (PR article)
- Managed campaign rollout and content production across social, email, SMS, Meta ads, and community channels; Meta ads generated 40% of monthly conversions.
- Conceptualized and scheduled monthly content calendars in collaboration with the brand team, integrating trend-jacking and timely themes that consistently drove 15–20% engagement.
- Tracked campaign performance via Google Analytics, Klaviyo, and Talkwalker, providing insights that optimized targeting and messaging.
- Helped sustain 90%+ positive brand sentiment and improved customer engagement by working closely with CX and Sales to align messaging with user feedback.
- Played a key role in developing brand guidelines and ensured consistency across all public-facing materials in tone, visuals, and messaging.

Content Marketer

Jul 2019 - Nov 2021

- Owled monthly content calendar planning and execution, leveraging trend insights to support campaign objectives.
- Wrote and edited content across blog, email, social, and paid channels to build awareness and drive traffic.
- Coordinated with internal teams and vendors to ensure timely campaign rollouts and cohesive storytelling.
- Supported event promotions and community-building campaigns through content creation and post-event follow-ups.

SKILLS

- Brand Strategy & Messaging
- End-to-End Campaign Execution
- Content Strategy & Planning
- Copywriting & Multi-Channel Content
- Email, Social & Community Marketing
- Performance Analysis & Optimization
- Cross-Functional Team Collaboration

TOOLS

- Email and SMS:** Klaviyo, ActiveCampaign, Beehiiv, Brevo, 8x8 Wavecell
- Analytics:** GA, Data Studio, Talkwalker, UTM Builder
- Ads:** Meta Ads Manager
- PM & Collab:** Trello, Asana, ClickUp, Gsuite
- Creative:** Canva, Figma (basic use)

