

BSBA Major in Marketing Management

Work Experience:

Project Manager - Marketing Systems

Shopee Philippines Inc.

March 2023 - April 2023

- In charge of topline plans, goal setting, and overall strategies for two sub-teams under Marketing Systems: Onsite Prioritization and UX Optimization.
- Review and clear plans and reports every month for team leads and upper management.
- Oversee the centralization and cascade of improvements for local marketing-related front-end UX and internal processes that require marketing-wide implementation.

Senior Analyst Sub-Lead for In-App Assets - Marketing Operations

Shopee Philippines Inc.

August 2021 - March 2023

- Responsible for the operational aspect of campaigns, including but not limited to setting up day-to-day landing pages, banners, free shipping promotions, etc.
- Support and coordinate with other departments on tasks that involve setting up on the content management system.
- Ensure smooth and timely execution of campaigns.

Marketing Operations Analyst

Shopee Philippines Inc.

September 2020 - August 2021

- Assisted in executing marketing campaigns, managing content setup, and optimizing platform marketing efforts.

Platform Excellence Manager

Great Deals E-commerce Corp.

June 2023 - May 2024

- Closely monitored the e-commerce platform calendar for campaigns and events.
- Coordinated with different e-commerce platforms for future goals and plans.
- Served as the overall project manager for all company platform growth opportunities.
- Acted as the point person for all platform improvements and strategies.
- Worked with platform and internal stakeholders to collate best practices.

Client Services Manager for Vans and Terranova

Red Salvage International Corp.

June 2024 - Present

- Manage client accounts on Shopify, Shopee, Lazada, and Zalora, acting as the primary contact and building strong client relationships.
- Provide strategic insights based on platform trends, optimizing inventory, and driving sales growth.
- Analyze sales data, forecast trends, and deliver actionable insights for improved performance and client success.
- Lead promotional campaigns, collaborate with internal teams, and resolve client issues promptly.

Key Skills & Competencies

- E-commerce management (Shopify, Shopee, Lazada, Zalora)
- Sales data analysis and forecasting
- Digital marketing and promotional campaign management
- UX optimization and platform improvement
- Project management and cross-functional collaboration
- Content management and in-app marketing operations