



EDUCATION

Master of Business Administration

University Canada West

Present

B.S. Business Administration Minor in Marketing

Pepperdine University

2020

Certificate in Sustainability

University of California,
Los Angeles - Extension

2022

LEADERSHIP

Culture Chair

Pilipino-American Student
Association

August 2018 - April 2020

Vice President of Finance

Active Minds

August 2019 - December 2019

Intergroup Dialogue Facilitator

Pepperdine University

September 2018 - April 2019

TECHNOLOGY

- Canva
- Meta Ads Manager
- Microsoft Office
(PowerPoint, Excel, Word)
- Google Suite
(Slides, Sheets, Docs, Forms)

WORK EXPERIENCE

April 2023 - April 2024

Casa Bella Home and Living Corp. | Mandaluyong City, Philippines

Marketing Executive

- Generated strategic content for brand books, press kits, communications templates, etc.
- Ensured brand consistency across all written and visual content produced and published
- Performed market research for existing brands and one new business venture
- Managed social media content and ads for six (6) brands
- Organized promotional events to raise brand awareness and client loyalty
- Managed marketing activity budgets and subsidy applications to global headquarters
- Coordinated activities for brand and media partnerships
- Formatted spreadsheets for data management and insight reports

November 2022 - March 2023

Kantar Worldpanel | Mandaluyong City, Philippines

Market Research Account Executive

- Prepared agency PowerPoint presentation decks for full-year consumer insights reports
- Informed marketing strategies for FMCG brands using data-driven actionable insights
- Identified market trends and brand growth opportunities by analyzing consumer panel data
- Provided corporations with strategic recommendations for brand portfolio growth
- Interfaced with FMCG marketing specialists in response to consumer panel inquiries

June 2022 - August 2022

The Nature Conservancy | Los Angeles, California, U.S.A.

Brand Marketing Intern

- Supported TNC's brand strategy and messaging framework through market research
- Created audience insight PowerPoint decks to inform brand activation campaigns
- Identified market opportunities for targeting audiences across global regions
- Interviewed global stakeholders to collect data on regional audiences and campaigns
- Developed strategic recommendations for engaging target audiences worldwide
- Presented research findings and strategic recommendations to marketing directors

May 2019 - July 2019

RTG Consulting Group | Shanghai, China

Market Research Intern

- Prepared PowerPoint presentations for market research reports to agency clients
- Researched and reported data on market trends among China's Generation Z consumers
- Collected data on products and business competitors for a market research report
- Compiled case study data and research insights for a deep-dive project on KOLs
- Redesigned a 5-phase, 60-step brand licensing workflow map for internal use