

Joanna Peña

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WORK EXPERIENCE

Casa Bella Home and Living Corp., Metro Manila, Philippines **April 2023 – April 2024**

Marketing Executive

- Generated written content for brand books, press kits, communications templates, and other materials
- Ensured brand consistency across all written and visual content produced for marketing and sales purposes
- Performed market research for existing brands and one new business venture
- Organized promotional events for raising brand awareness and client loyalty
- Coordinated communication, scheduling, and logistics for brand and media partnerships
- Managed marketing activity budgets and subsidy applications
- Managed social media brand content and targeted Meta ads for six (6) brands on Facebook and Instagram
- Formatted spreadsheets for data management and insight reports

Kantar, Metro Manila, Philippines **November 2022 – March 2023**

Account Executive

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

The Nature Conservancy (Nature United), Los Angeles, CA, U.S.A. **June 2022 – August 2022**

Brand Marketing Intern

- Conducted market research on global regions to support TNC's positioning, brand strategy and messaging framework
- Generated insights on demographics, psychographics and social trends to create a globalized perspective on audiences
- Analyzed market information to identify commonalities and cultural nuances among audiences across global regions
- Gathered case study data on global marketing campaigns targeting the Generation Z and Millennial audiences
- Interviewed internal stakeholders both locally and internationally to collect data on regional audiences and campaigns
- Developed strategic recommendations for communication with target audiences based on researched data
- Presented research findings and strategic recommendations to Marketing and Communications business unit directors

RTG Consulting Group, Shanghai, China **May 2019 – July 2019**

Market Research Intern

- Collected data on products and business competitors for the development of a market research report
- Researched and reported data on market trends with a focus on influencer marketing targeting China's Generation Z
- Compiled case study data and research insights for a deep-dive project on the trend of key opinion leaders in China
- Redesigned a 5-phase, 60-step brand licensing workflow map for the company's internal use

LEADERSHIP EXPERIENCE

Pilipino-American Student Association, Malibu, CA, U.S.A. **August 2018 – April 2020**

Culture Chair

- Organized Pepperdine University's annual campus-wide Filipino Heritage Dinners for over 100 attendees
- Coordinated communication and scheduling between PASA and the university's Office of Intercultural Affairs
- Promoted the organization at university club conventions including the annual Pepperdine Culture Fest

Active Minds, Malibu, CA, U.S.A. **August 2019 – December 2019**

Vice President of Finance

- Managed the Pepperdine University chapter's organizational funds for activity supplies and marketing materials
- Organized campus events open to all university students to engage participants in conversations on mental health
- Planned and facilitated club discussions on mental health education and community impact
- Represented the organization at campus conventions to promote mental health awareness

Office of Intercultural Affairs, Pepperdine University, Malibu, CA, U.S.A **September 2018 – April 2019**

Intergroup Dialogue Facilitator

- Completed a 5-session intensive training course on interpersonal communication among people of diverse identities
- Co-created and facilitated an 8-session dialogue course on challenging social issues and cross-cultural communication
- Implemented the project to foster an environment of thoughtfulness and connection among dialogue participants

EDUCATION

University Canada West, Vancouver, BC, Canada	August 2024 – Present
Master of Business Administration	
Pepperdine University, Malibu, CA, U.S.A.	September 2015 – July 2020
Bachelor of Science in Business Administration, Minor in Marketing	
- Certificate: Intergroup Dialogue Facilitation (Office of Intercultural Affairs) - Study Abroad Program: Shanghai Internship Program (Summer 2019)	
University of California, Los Angeles Extension, Los Angeles, CA, U.S.A.	June 2021 – September 2022
Certificate in Sustainability, Emphasis in Business Strategy	

RELEVANT SKILLS

Languages	English, Tagalog
Technical Skills	Canva, Microsoft Office (PowerPoint, Excel, Word), Google Suite, Meta Ads Manager
Core Competencies	Brand Strategy, Market Research, Insight Generation, Project Coordination, Event Planning