

WORK HISTORY

PR & Digital Marketing Coordinator

May 2023 - present

- Supported the marketing department in public relations, digital marketing, and general marketing by coordinating with internal teams and external agencies. Involved in planning, executing, and monitoring marketing initiatives.
- Supervised PR growth and media relations; localized and proofread press releases, pitches, and media alerts. Coordinated digital PR expansion, managed product seeding to media and key opinion leaders (KOLs), and handled influencer partnerships in collaboration with the PR agency.
- Led the social media agency in managing social media accounts, overseeing local content creation, caption proofreading, and monitoring audience engagement. Ensured compliance with branding guidelines, the marketing calendar, and curated market-specific assets.
- Assisted in executing digital advertising campaigns through agency collaboration.
- Prepared market trend reports by conducting comprehensive market research. Provided strategic recommendations based on market visits and competitor analysis.
- Involved in implementing and monitoring branding executions for local events including block screenings, store openings, product launch, trade shows, and event media values/sponsorships such as fitness and sporting events, music awards, summer event in partnership with other media.

Customer Service Supervisor

May 2020 - Jun 2021

- Person-In-Charge for corporate and individual bulk orders.
 - Handled end-to-end process of bulk order fulfillments by coordinating with multiple internal departments.
 - Co-authored the updated Bulk Order Manual in 2021.
 - Proposed actions plans for improvement based on gathered VOCs (Voice of Customer).
 - Communicated with online and offline customers to address complaints, concerns, and inquiries via e-mail, call, and chat.
- Software: Salesforce and LiveEngage

Manager Candidate

Jul 2018 - May 2020

- Performed business leader tasks to maximize sales and to achieve customer satisfaction. Directly reported to the store manager.
- Led operations by being the floor command in charge. Checked overall store condition and monitored execution of tasks and plans.
- Facilitated team talks to discuss sales performance and to align members with the store's goals.
- Involved in creating, planning, and adjusting merchandise layout based on sales opportunity and company direction.
- Maintained efficiency in the workplace by creating work schedules.
- Pushed product sales by analyzing quantitative and qualitative data and made countermeasures for struggling products/product categories.
- Managed inventory by controlling supply of products.
- Experience in customer service and complaints handling.
- Representative for meetings with the mall administration and affiliates' meeting.

Account Officer

Dec 2017 - Mar 2018

- Represented by communicating and presenting its services to multiple prospect companies.
- Experience in telemarketing and sales calls.

Marketing Intern

Jan - Feb 2017

- Conceptualized activities, events, and stunts
- Made promotional concept briefs to promote TV programs on social media.
- Contributed in making a marketing plan



JAYCEE

PROFILE SUMMARY

I am a marketing professional with comprehensive experience in public relations, digital marketing, and sales, complemented by a background in customer service and retail management. With my diverse skill set and years of experience, I am passionate about leveraging my expertise to drive brand growth and achieve business objectives.

ACADEMIC HISTORY

BS in Marketing Management

INTERESTS

Events | Fashion | Music | Entertainment | Technology

LANGUAGES

English Filipino
(Tagalog)

SKILLS

Marketing | Customer Service | Leadership | Adaptability | Communication | Teamwork | Critical Thinking | Problem Solving

