

FRANCHESCA YSABELLE BARTOLAZO

365 Tiongco Subdivision, Tagapo, Santa Rosa, Laguna

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OBJECTIVE: A resilient and experienced brand marketer with passion for learning and excellence coupled with the ability to work well with others, I am seeking to apply my conceptual and interpersonal capabilities to create an impact in my client's goals and objectives.

EDUCATIONAL ATTAINMENT

Tertiary : De La Salle University-Dasmariñas
Bachelor of Science in Business Administration Major in Marketing and Advertising Management with Specialization in Advertising, July 2017

Secondary : High School Diploma
Holy Rosary College of Santa Rosa Laguna
2009-2013

PROFESSIONAL EXPERIENCE

- **Marketing Coordinator – Paid Social Ops**
MRM/McCann Philippines
September 2023-present
Bonifacio Global City
 - ✓ Responsible for planning, executing, managing, and optimizing paid social media across multiple social media platforms – Meta, Twitter and LinkedIn for all initiatives in the social yearly strategy.
 - ✓ Creates campaign measurement plans in partnership with the agency Media, Content and Data Strategy teams.
 - ✓ Monitors and optimizes paid social campaigns on a daily and weekly basis and owns paid social media recommendations.
 - ✓ Manages and implements a test and learn strategy to constantly improve performance and learning.
 - ✓ Oversees the execution of all paid social media campaigns across APAC and regional markets.

- **Senior Precision Planner (Digital Media/Performance Marketing)**

Wavemaker Media Philippines

August 2022- August 2023

Bonifacio Global City

- ✓ Acquires, understands/processes and cascades briefs received from clients.
- ✓ Creates media plans on paid social and programmatic campaigns.
- ✓ Monitors spending through campaign hygiene checks.
- ✓ Prepares and presents weekly, end of campaign and ad hoc reports.
- ✓ Works with teams cross-functionally to achieve common goals.
- ✓ Performs quality assurance checking on implementation materials.
- ✓ Builds relationships with vendors and negotiates media buys.
- ✓ Supports in analyzing target audiences and consumer behavior in the sales funnel.
- ✓ Works with strategists and specialists to ensure that the output of the agency meet or exceed client expectations.
- ✓ Presents, defends, or justifies, alongside strategists and specialists, the output of the agency.
- ✓ Uploads client's articles to self-serve platforms such as Outbrain.
- ✓ Implements Lazada sponsored solutions materials directly onto the platform.
- ✓ Acts as a consultant by proposing solutions and recommendations to client as well as proposing campaign optimizations.
- ✓ Monitors achievement of revenue targets and account receivables/payables.

- **Marketing Officer**

SM Prime Holdings Inc.

September 2019- November 2021

Calamba City/ Santa Rosa City, Laguna

- ✓ Supported the increase of mall sales through managing events tailored to escalate foot traffic.
- ✓ Implemented and executed seasonal and thematic events previously for SM City Calamba and currently for SM City Santa Rosa.
- ✓ Handled internal and external Marketing tie up and event sponsorships.
- ✓ Handled and created social media content for the Mall's Facebook, Instagram and Twitter pages.
- ✓ Provided documentation processing for the payment of event suppliers.
- ✓ Facilitated timely execution and placement of mall advertising collaterals (in-house ads and brand sponsored advertisements)
- ✓ Handled the cross coordination and communication of tenant related activities to come-up with sales promotions and marketing strategies tailored to boost mall sales and mall fulfillment programs during the pandemic.
- ✓ Handled the SM community rider's recruitment, orientation, on-boarding and communication of organizational directives.
- ✓ Assisted in the monitoring and creation of the rider's daily sales report and implementation of rider program and incentives.
- ✓ Handled the region's social media platforms namely Facebook, Twitter, and Instagram.
- ✓ Handled the content management system upload for deals and promotions of the region.

- ✓ Handled influencer relations management for the region.
- **Retail Product Assistant for Big Smile Bread Station**
Gardenia Bakeries Philippines Inc.
Jan 2019-July 2019
Mamplasan, Binan, Laguna
 - ✓ Handled new product development process from product ideation to packaging development
 - ✓ Prepared monthly brand and sales report
 - ✓ Created in-store marketing promotions
 - ✓ Collaborated and assisted store operation supervisors in the implementation, creation and delivery of merchandising materials and marketing collaterals.
 - ✓ Conducted store check during product launch and promos.
 - ✓ Facilitated and assisted in the preparation of product sampling during product launches and event sponsorships
 - ✓ Coordinated with the PR and Digital team in the preparation of marketing activities and strategies for the brand such as magazine and newspaper placements and social media boosting.
 - ✓ Assisted in the business development aspect of the business such as promoting and selling the Open for Franchise concept to potential Franchisees during events.
 - ✓ Prepares product plans on specific skus as deemed fit on a per store basis.
- **Brand Assistant for Caronia Philippines**
May 2018-October 2018
Vibelle Distribution Inc.
Makati City

Responsibilities:

- ✓ Assisted the Brand Officer in consolidating, summarizing and evaluating data for presentation for annual brand review and direction setting/ strategy planning.
- ✓ Assisted the Brand Officer with all regulatory, media and promotional requirements (ASC permits)
- ✓ Monitored and implemented Caronia Brand Ad and & promo activities
- ✓ Coordinated with the Trade Marketing Department, VDI Sales team, Distributor's Sales team and Third-Party Agencies for the dissemination, implementation and monitoring of any Trade or Consumer Services Program as directed by the Brand Officer.
- ✓ Conducted product orientation to Merchandisers and Distributor's sales teams as scheduled.
- ✓ Assisted the Brand Officer in the research, development and execution of the Caronia brand annual creative campaign for above the line (media) and below-the-line (Trade Marketing collaterals and marketing collaterals) This includes project managing Caronia's 50 years Nail Art book campaign material.
- ✓ Assisted the Brand Officer in coordination with the sales group, in the preparation of and presentation of the annual sales targets per brand: total, sales per team member, per account, monthly sales target (in line with annual brand review)
- ✓ Provides Brand manager with observations, evaluations and recommendations on how to improve sales achievement via Trade Marketing, Distribution or Sales activities/ programs.

- ✓ Assisted Brand Manager in gathering market and industry data to be used for annual brand planning and target setting.
 - ✓ Coordinated with Trade Marketing team and Brand Officer on competitor activities (AD & promo, Trade Marketing, New Product Development) and assist the brand manager in preparing periodic competitive reports.
 - ✓ Handled the social platforms of the brand such as Facebook and Instagram to increase brand awareness and brand presence.
 - ✓ Conceptualized digital content for the brand in line with the brand communication plan calendar.
 - ✓ Coordinate with creative suppliers on brand requirement and procurement as well as payment requests.
 - ✓ Handled and resolved customer complaints and inquiries through the brand's Facebook page.
 - ✓ Wrote a press release for PR seeding.
 - ✓ Collaborated with the media, bloggers and influencers for public relations initiatives.
 - ✓ Experienced handling both the Nail Polish and Caronia Body categories of the brand.
- **Brand Management and Communication Assistant (Project Based)**
September 2017-February 2018
Lazada E-Services Philippines Inc.
Bonifacio Global City

Responsibilities:

- ✓ Have monitored Lazada press release pickups not captured by monitoring being done by Regional and the PR agency.
- ✓ Have done desktop research on what competitors are doing (story angles, branding executions on the website and social media) shortlists venues, suppliers, etc. for future offline events (e.g. marketing seminar & competition and media events)
- ✓ Have supported non-cash sponsorship proposals by generating vouchers.
- ✓ Have supported admin tasks by preparing check requests, processing DTI permits, ASC clearances for Lazada wide campaigns, partner offers and help in other branding executions.
- ✓ Have supported all events and projects for PR and Branding.

CORE COMPETENCIES

- ✓ Creativity
- ✓ Innovative thinking power
- ✓ Fast learning ability
- ✓ Good Interpersonal Skills
- ✓ Leadership
- ✓ Passionate in learning and excellence
- ✓ Possess good analytical skills
- ✓ Team Player
- ✓ Excellent in written and verbal communication
- ✓ Adaptable to change

CERTIFICATION

- ✓ **The Fundamentals of Digital Marketing Certification Exam**

Google Digital Garage

June 17, 2020- No Expiration date.

TECHNICAL SKILLS

- ✓ Google Analytics
- ✓ Google Ads
- ✓ Facebook Ads Manager
- ✓ MS word
- ✓ Excel
- ✓ Power point
- ✓ Basic Photography
- ✓ Social Media Marketing
- ✓ Canva

CHARACTER REFERENCE:

Annalyn Villareal

College Batchmate-DLSU-D
09559804785

Ramel Bigyan

Promo and Ad Supervisor-Gardenia Bakeries Phils. Inc
09989697231

I hereby certify that the facts contained in this resume are true and correct to the best of my knowledge.

-signed-

Franchesca Ysabelle Bartolazo