



Keempee Q. Tolentino

Marketing Professional
People Manager

CONTACT ME

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Phase III, Block 18, Lot 48,
Savannah Green Plains, Cuayan,
Angeles City, Philippines 2009

EDUCATION

Master of Arts in Communication

Major in Public Relations and Corporate Communication

Holy Angel University

Angeles City, Philippines
2017-2023

Bachelor of Arts in Communication

Major in Advertising and Public Relations

Holy Angel University

Angeles City, Philippines
2005-2009

Secondary Education

Holy Angel University

Angeles City, Philippines
2001-2005

SKILLS

- Leadership
- People Management
- Marketing Management
- Restaurant Management
- Analytics Reporting
- Content Writing
- Content Creation
- Project Management
- Social Media Management
- MS Office, Google Suite
- Adobe Photoshop, Canva
- PowerDirector (Video editing)

CHARACTER REFERENCES

Glesie Pineda

Faculty, School of Business & Accountancy
Holy Angel University
+63977-370-2970

Iris Ann Castro

Director, Office of Student Affairs
Holy Angel University
+63935-021-4071

Eugene Tingin

Managing Director
NIDEL Group of Jollibee Stores
+63917-771-7568

WORK EXPERIENCE

Marketing & Social Media Manager

May 10, 2022 - Present

Ensure Recruitment Group

Remote work via Cloudstaff Modern Workforce

I spearhead comprehensive marketing strategies for Insurance and Health Recruitment brands, ensuring efficient execution within set budgets and timelines. I manage three brand websites, collaborating with developers for enhancements, and analyzed metrics for continuous improvement. Responsibilities included growing social media followers, coordinating blog content, creating capability statements, and producing promotional materials. I execute email campaigns across Australia and New Zealand, designed contact strategies, and formulated internal communication plans. Additionally, I curated a monthly internal newsletter and led various ad hoc marketing and research projects.

Marketing Officer

July 10, 2017 - April 4, 2022

Holy Angel University

Angeles City, Philippines

I served as the head of the University's marketing department, led branding, marketing, and communication strategies to support enrollment, promote academic programs, and enhance alumni relations. I developed and executed a comprehensive marketing plan, fostering awareness and support for the University Strategic Plan. This involved leading the development of the University's brand and institutional identity. I recommended budgets and organizational structures, established metrics for data-driven improvements, and managed official social networking platforms. Working closely with senior leadership, I directed the implementation of marketing strategies to achieve market share objectives. I evaluated and improved the ROI of marketing campaigns, served as the primary media strategist, and oversaw the official electronic newsletter, The Wings. Additionally, I played a key role in strategic employee recruitment through various channels, particularly digital media.

Senior Marketing Manager

January 9 - June 2, 2017

Cornerstone

Clark Freeport Zone, Philippines

I developed and maintained marketing strategies for the Philippine and Australian markets, overseeing advertising and promotional activities. I executed diverse online and offline initiatives, managing client project briefings and collaborating on deliverables. Additionally, I led Cornerstone's Marketing Resource Team, overseeing web development, graphic design, and video editing services. I executed campaigns, analyzing performance for new client acquisition and sales revenue, and managed the production of marketing assets from concept to execution.

Marketing Project Team Leader

May 18, 2015 - December 28, 2016

Beepo

Clark Freeport Zone, Philippines

I led a diverse Project Team consisting of graphic designers, website developers, and digital marketers, ensuring client satisfaction by responding to inquiries, preparing estimates, and managing project capacity. I directly handled client work on marketing projects, delegating tasks to Subject Matter Experts. Notably, I spearheaded the team's re-branding campaign to Outsource Heroes.

Assistant Restaurant Manager

November 24, 2009 - February 28, 2015

Jollibee Foods Corporation

Nicdao-Dela Fuente Group of Jollibee stores
Angeles City, Philippines

I effectively managed restaurant operations, established service quality and training systems, and ensured the 4Ms (manpower, materials, machines, methods). I conducted interviews, hired and assigned crew members, and trained crew trainers. Analyzing Sales and Profit Reports, I maintained Food Safety standards and organized office files to ISO standards. I developed the Service Team's selling skills, executed marketing strategies to boost traffic and sales, and pioneered the Jollibee Party Package systems. My key result areas included management in service quality, marketing, sales, training, recruitment, and customer service. My skill set encompasses food safety, service quality, operations, marketing, and sales.

News Reporter / Writer

June 15 - July 31, 2009

PEP TV Channel 3

Clark Freeport Zone, Philippines

I identified newsworthy events and crafted news reports for local TV coverage. I delivered these reports on air, contributing to program production and participating in brainstorming sessions for creative ideas. Additionally, I represented the company at press conferences and reported directly to the Station Operations Manager for streamlined communication and coordination.