



MA. LOUISA E. MELEBO

Experienced in Advertising, Branding, Creative, and Graphic Design. Sales & Marketing, Social Media Management, and Customer Relations. Possessing entrepreneurial spirit, organization & project management skills with proven adaptability to differing cultural and business environments.

ma.louisamelebo@gmail.com

**123 Fireside Parkway,
Cochrane AB T4C 0V7**

(403) 702 3499

SKILLS

- Creative/Graphic Design
- Marketing Communication
- Project and Event Management
- Photography
- Confident, articulate and professional in communication abilities.

SOFTWARE SKILLS

Adobe Photoshop	●	●	●	●	●
Adobe Illustrator	●	●	●	●	●
Adobe Indesign	●	●	○	○	○
Microsoft Word	●	●	●	●	●
Microsoft PowerPoint	●	●	●	●	○
Canva, other social media & mobile Apps	●	●	●	○	○

EDUCATION

Bachelor of Fine Arts majored in Commercial Advertising
Far Eastern University (Philippines)1996

CERTIFICATES

- Google Digital Marketing & E-commerce Professional Certificate
- Foundations of Digital Marketing & E-commerce (March 2024)
- Coursera Specialization Courses by FACEBOOK
- Measure & Optimize Social Media Marketing Campaigns (January 2021)
 - Advertising with Facebook (January 2021)
 - Fundamentals of Social Media Advertising (November 2020)
 - Social Media Management (November 2020)
 - Introduction to Social Media Marketing (November 2020)

LANGUAGES

English and Filipino

REFERENCES

Upon request

STATUS

Need Sponsorship / LMIA

WORK EXPERIENCE

Freelance

Creative/Graphic Designer / Virtual Assistant (Present)

- Virtual Assistant to a German professor for work & family business (Editing & updating layout of teaching materials, drawings & illustrations; research, and photo editing)
- Create design for prints and static digital assets (per project basis)

Marketing Specialist (March 2017 - February 2019)

Spec Brite Group, UAE

- Branding & Marketing design (marketing collaterals)
- Manage/responsible for the company & product lines social media accounts
- Updating the company websites
- Marketing & Events coordination

Freelance

Franchisee of 24/7 Burger kiosk (June 2016 - 2023)

- Occular for store location, monitoring crews, sales & inventory

Advertising & Marketing Design Consultant (October 2014 - February 2017)

- Create advertising designs for prints and other corporate collaterals

Assistant to Owner of Luxury Vacation House on admin & housekeeping (2015 - 2017)

Product and Business Development/Corporate Sales & Marketing

(August 2012 - September 2014)

Prince's Flower Shop Pte. Ltd., Singapore

- Responsible for the identifying Business Opportunities & Developing Sales & Marketing Strategies to penetrate the market for products & services, and drive the growth of the business.

Creative Designer cum Project Manager (October 2011 - July 2012)

Prince's Flower Shop Pte. Ltd., Singapore

- Events & flowers for Grand Hyatt Hotel Singapore
- Managing events & coordinating day to day activities on site
- Creating & handling other business opportunities

Freelance

Advertising/Marketing Design Consultant (May 2008 - September 2011)

Communication Assistant (December 2007 - April 2008)

World Vision Dev't. Foundation, Inc. (Philippines)

- ABK Initiative Phase 1 Project (combating child labor through education) coordinate & accomplished remaining deliverables & activities of the Communication Team with Media Partners and other Stake Holders.

Art Director (January 2005 - December 2007)

Link Communications, Inc.

- Oversee & lead the Art Dep't. for Marketing/Branding, Graphic Design & Events

Freelance Artist (January 2003 - December 2004)

- Creative Design and Event Display/Production

Graphic Designer (October 1998 - December 2002)

Manila Bulletin Publishing, Corporation

- Design concept & production for Special Projects/Events (indoor & outdoor)
- Layout Weekly Showbiz & Sports Magazines, and other print collaterals

Layout Artist (October 1996 - July 1998)

Great Power Advertising, Inc.

- Corporate & merchandising designs, storyboard, photo editing & Print ads