

# ANN REY BAJAR

## CORE COMPETENCIES

- Marketing communications plan including strategy, goals, budget and tactics
- Public Relations and Media Relations strategy
- Budget Preparation and Management
- Business and Creative Writing
- Digital Marketing
- People Management and Development
- Project Planning, Scheduling and Management
- Social Media management and marketing
- Supplier Sourcing and Contract Negotiation

## EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION ARTS

University of Santo Tomas | 2001

## CONTACT

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## PROFESSIONAL PROFILE

Results-driven leader with 20+ years of experience across a variety of industries. Highly skilled in marketing communications, public relations and digital marketing with proven track record of success at top organizations like SM Supermalls and SSA Group. Adept in developing and executing trade marketing strategies for companies like Richprime Global, coupled with outstanding project, people and financial management skills gained while at GMA Network.

## PROFESSIONAL EXPERIENCE

**SSA CONSULTING GROUP | SINGAPORE & PH | August 2021- Present**

*SSA Consulting Group is an umbrella corporation established in 1986 that provides professional services in the areas of training, management consulting, and technology solutions.*

### SENIOR MARKETING MANAGER

- Leads initiatives to introduce new products and services to the Philippine market, aligning with regional and global marketing initiatives
- Creates and implements a strategic marketing plan aligned with the company's overall goals and objectives for training and consulting services.
- Develops and executes digital marketing strategies, including social media campaigns, email marketing, and content creation.
- Allocates budgets and forecasts expenses strategically to optimize marketing investments and achieve business objectives.
- Cultivates and maintains strong relationships with key clients, understanding their needs and anticipating opportunities for further engagement
- Stays abreast with industry trends and best practices by actively participating in educational opportunities, conferences and workshops

### Key Accomplishments

- Spearheaded revenue generation for SSA Philippines which has been stagnant for five years, achieving a remarkable turnaround within less than five months by successfully closing deals for training programs, revitalizing the company's financial trajectory.
- Successfully secured the inaugural client for employee handbook development, marking a milestone in expanding the company's service offerings.
- Spearheaded the acquisition of the client for team building facilitation and also secured a subsequent client for team building, highlighting a consistent ability to cultivate and maintain valuable client relationships.
- Pioneered new business opportunities for the company through strategic client acquisition, contributing to the overall growth and diversification of the organization's service portfolio

## TRAININGS:

### LinkedIn Learning:

- PUBLIC RELATIONS FOUNDATIONS
- BECOME A PUBLIC RELATIONS SPECIALIST
- MEDIA TRAINING
- BRANDING FOUNDATIONS
- ADVANCED BRANDING
- MARKETING COMMUNICATIONS
- REPAIRING YOUR REPUTATION
- SOCIAL MEDIA MONITORING STRATEGIES & SKILLS
- SOCIAL MEDIA MARKETING: STRATEGY AND OPTIMIZATION
- MARKETING TOOLS: SEO

### American Management Association:

- TOOLKIT FOR MANAGERIAL EFFECTIVENESS- 16 hours
- CRITICAL THINKING- 16 hours

### SSA Academy:

- DIGITAL MARKETING- 40 hours

## SM SUPERMALLS | MANILA, PH | September 2017- July 31, 2021

*Largest shopping mall chain in the Philippines, it also has 7 malls in China including SM Tianjin, which is the 2nd largest in the world in terms of gross leasable area. SM Supermalls has become one of the biggest mall operators in Southeast Asia*

### DEPT. HEAD-MARKETING AND COMMUNICATIONS

- Conceptualized, developed, and executed end-to-end marketing campaigns to support company operations and initiatives.
- Managed an annual advertising & promotions budget of Php14 Million to maximize brand exposure and impact.
- Cultivated strong partnerships with various business units, government agencies and private businesses enabling strategic communications in line with business goals.
- Supervised and monitored program implementation, ensuring a positive company image and brand consistency.
- Utilized pre-determined KPIs to analyze and report on the effectiveness of marketing campaigns on a monthly basis.
- Successfully maintained and managed the company's social media presence, driving engagement and brand visibility.

### Key Accomplishments

- Launched notable campaigns for the region, which won 2 Stevie Awards and a Philippine Quill Award for excellence.
- Responsible for achieving 100% responsiveness on the branch's social media pages.
- Achieved double-digit growth for 2019 mall-wide sale vs. 2018 sales figures.
- Achieved a 142% sales increase vs target during the 3 day sale 2020 during the pandemic
- Laterally promoted to handle a regional mall.
- Appointed as OIC, regional marketing manager.

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## AWARDS & RECOGNITIONS

ASIA PACIFIC STEVIE AWARDS- BRONZE -JUAN FUN ADVENTURE CAMPAIGN

ASIA PACIFIC STEVIE AWARDS- SILVER -ZESTY FEAST CAMPAIGN

PHILIPPINE QUILL AWARDS OF EXCELLENCE- JUAN FUN ADVENTURE

BEST BRAND MARKETING & COMMUNICATIONS MANAGER -2018, 2019 & 2020

## CERTIFICATIONS:

Civil Service Commission:

- LEADERSHIP AND MANAGEMENT CERTIFICATION PROGRAM (CPro) RPL Track -Ongoing
- ORIENTATION ON LEADERSHIP AND MANAGEMENT CERTIFICATION PROGRAM(CPro) RPL Track- 7 hours
- PATRIOTISM IN PUBLIC SERVICE- 1 hour
- EMOTIONAL INTELLIGENCE AND LEADERSHIP- 13 hours
- PUBLIC SERVICE VALUES PROGRAM- 14 hours

## WORK HISTORY

### Trade Marketing Asst. Manager | 2016 - 2017 Richprime Global Inc.

*(Licensing agent for global kids brands such as Barbie, Hotwheels, Fisherprice, Chicco. It is also the leading distributor of branded children's products, from toys, infant merchandise, fashion to footwear and cosmetics.)*

- Managed and executed marketing campaigns for major events including Toycon 2016 and Baby Fair 2016, driving brand awareness and engagement for Richprime Global's licensed children's products.

### Events Manager | 2015-2016 One King Creative Communications

*(Events agency that caters mainly to corporate events, trade and product launches)*

- Organized and executed large-scale events for a diverse range of clients, including major brands like Toyota, PTC, Benby, and Avon

### Asst. to Production Designer | 2005-2015 Senior Production Assistant | 2002-2005 GMA Network Inc.

*(The largest and No. 1 TV network in the Philippines, also known as the Kapuso network its flagship channel, GMA, broadcasts free-to-air via VHF channel 7)*

- Project management of large-scale productions within tight deadlines

### Writer/Segment Producer | 2006 GMA QTV Channel 11

*(A television network in the Philippines run by GMA Network Inc. The network primarily aired lifestyle programs and dramas particularly aimed toward women)*

- Wrote the impactful finale episode of 'Liga ng Kababaihan' magazine show, delivering a strong conclusion to the series