

Paola Louise Nombrado

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SUMMARY OF QUALIFICATIONS

- Multidisciplinary marketing practitioner with 10 years of experience collaborating with finance, retail, hospitality, and healthcare clients to develop intuitive and effective design solutions that achieve business goals.
- Thorough grasp of the multimedia production process, covering print, digital, and creative development.
- Proficiency in conducting user research by defining objectives, selecting methods, recruiting participants, analyzing data findings, and implementing insights to contribute to the project's overall success.
- Creates efficient documentation, processes, and workflows that streamline operations, enhance team productivity, and improve communication to ensure everyone is aligned.
- Experienced in presenting data-driven insights, advocating for customer needs, and aligning stakeholders on strategic objectives to drive business growth
- Proactive problem-solver who fosters a positive atmosphere, boosting team morale that overcomes obstacles.

SOFTWARE SKILLS

Proficient in Microsoft Office, Google GSuite, PointClickCare CRM, Dayforce CRM, Sysco Source, Google Analytics, Meta Business Suite, Adobe CC, Figma, Axure RP, Confluence, Zeplin, and Sketch App

KEY ACCOMPLISHMENTS

- Created and implemented a comprehensive marketing plan, leading to a 20% increase in website traffic and a 15% rise in online inquiries that I regularly track and report to stakeholders.
- Streamlined design processes by implementing new tools and workflows, such as Axure RP. This increased project turnaround time by 25% through proper documentation of design and development processes.
- Grew social media following by a 48.68% increase through engaging content and strategic advertising, enhancing community engagement and brand loyalty.
- Mentored junior designers, fostering growth and contributing to a more skilled and cohesive teamwork.
- Successfully collaborated with multisectoral teams, including clients, developers, and product managers, to deliver high-quality design solutions on time and within budget.
- Delivered compelling presentations to clients, leads, and stakeholders, translating complex data into actionable recommendations.

PROFESSIONAL EXPERIENCE

Marketing Manager

Richview Manor Vaughan Limited Partnership, Vaughan, ON, Canada

Jan 2024 – to present

- Create and execute marketing campaigns, events, and concepts to consistently promote Richview Manor. Utilize both below-the-line and above-the-line advertising, including digital ads, social media posts, brochures, postcards, and presentations, to keep it top of mind.
- Successfully reached 100% occupancy within 7 months by implementing targeted marketing initiatives.
- Participate in outreach programs and organize events that strengthened relationships with local communities and families, leading to a 200% increase in referrals.
- Regularly monitor competition and connect with the community to adjust the marketing and business development plan, fostering strong relationships and enhancing the community's visibility.
- Consistently maintain the branding standards within the home, ensuring a positive and consistent image.
- Organize and coordinate 2024 Health and Wellness Month, featuring experts such as York Mobility 65+, CareRX, and HCCSS that drove engagement, and promoted health and wellness within the community.
- Implement marketing initiatives to educate communities and families on making strategic lifestyle decisions for their loved ones by debunking common myths about the affordability of senior living in Canada
- Efficiently managed marketing and business development plans by ensuring advertising, promotions, and community integration were delivered on schedule and within allocated resources.

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Concierge / Marketing Coordinator

Richview Manor Vaughan Limited Partnership, Vaughan, ON, Canada

Mar 2023 – Jan 2024

- Managed content for marketing channels, including social media, newsletters, and promotional materials.
- Assisted in planning and executing marketing initiatives to ensure they meet objectives and deadlines.
- Promoted branding consistency with the marketing manager to ensure that all marketing materials and communications align with the brand's voice, style, and guidelines.
- Increased occupancy from 82% to 98% from Sep to Nov 2023 (3 months) as an interim marketing manager.

Creative Intern

MCore Canada, Oshawa, ON, Canada

Mar 2021 – Jun 2021

- Assisted in rebranding efforts that resulted in a boost in brand recognition and customer interest.
- Implemented SEO strategies to boost organic search traffic and improve search engine rankings.

User Experience Designer

Webscape Consulting Pte Ltd, Singapore, Singapore

Feb 2018 – Sep 2022

- Developed advertising campaign concepts, such as the Disrupt Series, ensuring alignment with client objectives by analyzing target audience needs and stakeholder goals.
- Polished and optimized design systems to ensure digital products were consistent, scalable, and adaptable to evolving client requirements, aligning with industry standards.
- Conducted UX-based research and analysis to identify user pain points and recommend actionable solutions, effectively pitching data-driven concepts to clients and stakeholders.
- Redesigned DBS OAOS process that led to a 7% reduction in drop-off and an increase in conversion rate.
- Revamped the BBQWS online ordering platform, boosting online sales by 40% and decreasing drop-off rates.
- Collaborated with clients to review and refine website templates, and conduct tests on layouts and features.

Digital Graphic Designer

Webscape Consulting Pte Ltd, Singapore, Singapore

Dec 2015 – Feb 2018

- Proficiently created and edited digital content using Adobe Creative Suite.
- Thrived in a fast-paced environment, collaborating with clients in the finance industry to create effective email marketing campaigns for weekly promotions.
- Effectively collaborated with clients and team members to understand and execute design requirements.

Web Designer

Spinweb Productions Inc, Makati, Philippines

Nov 2013 – Nov 2015

- Mastered design principles, visual design, and aesthetics such as color theory, typography, and layout.
- Had a working understanding of Squarespace, WordPress, Drupal, HTML, and CSS for client projects.
- Collaborated with project managers and developers to ensure client requirements and deadlines are met.

EDUCATION

Advertising – Creative & Digital Strategy

Centennial College – Toronto, Canada

Sep 2020 – July 2021

Bachelor of Fine Arts major in Advertising Arts

University of Santo Tomas – Metro Manila, Philippines

Jun 2008 – Mar 2012

ADDITIONAL INFORMATION

- General Assembly UX Research and Testing Bootcamp issued August 2018
- Microsoft Excel – Beginner to Advanced Udemy Certificate of Completion issued March 2021
- Certificate of Achievement in Barista NC II, TESDA TVET Program issued June 2021