

SUMMARY OF QUALIFICATIONS

- Detail-oriented marketing professional with 10 years of experience supporting diverse teams across finance, retail, hospitality, and healthcare industries, ensuring smooth operations and effective service delivery.
- Strong understanding of community engagement and program coordination, with experience supporting events, initiatives, and inclusive activities that foster accessibility and participation.
- Highly collaborative and adaptable, with a track record of working alongside program coordinators, social workers, property managers, and community stakeholders to support initiatives that improve quality of life.
- Performs pre-admission assessments partnered with a nurse for clients, families, caregivers, social workers, and community partners to help shape programs and services that meet resident and patient needs.
- Tech-savvy and proficient in administrative tools, including scheduling systems, document management software, and communication platforms, ensuring seamless coordination of daily operations.
- Creates efficient documentation, processes, and workflows that streamline operations, enhance team productivity, and improve communication to ensure everyone is aligned.
- Compassionate and proactive problem-solver who fosters an inclusive and welcoming environment, ensuring accessibility and accommodations are prioritized for all participants.

SOFTWARE SKILLS

Proficient in PCC CRM, Canva, Adobe Photoshop, Affinity Design, GSuite, and Microsoft Office (Word, Excel, & PPT)

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.

PROFESSIONAL EXPERIENCE

Marketing Manager

Richview Manor Vaughan Limited Partnership, Vaughan, ON, Canada

Jan 2024 – March 2025

- Developed and executed community outreach programs and events to foster meaningful connections with individuals, families, and local organizations, leading to a 200% increase in referrals.
- Assisted in organizing inclusive events and initiatives that promoted community engagement, wellness, and a sense of belonging.
- Created and distributed educational materials, brochures, and presentations to raise awareness and support families in making informed decisions about care and services.
- Maintained strong relationships with community partners and stakeholders to enhance visibility and ensure individuals received the necessary resources and support.
- Monitored community needs and competitor offerings to enhance strategies and program effectiveness.
- Led initiatives to promote accessibility and inclusion, ensuring communication materials and events were welcoming and accommodating diverse needs.
- Coordinated Health and Wellness Month, collaborating with healthcare professionals to provide informative sessions and resources that supported individuals and their families.
- Managed scheduling, advertising, and logistics for community outreach efforts, ensuring programs were executed efficiently and within budget.

Paola Louise Nombrado
30 Salt Creek Ave, Richmond Hill, ON L4S1R2
+1 (647) 467-9105
paolanombrado@gmail.com

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 meet objectives and deadlines.
- Promoted branding consistency with the marketing manager to ensure that all marketing materials and communications aligned 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.

Creative Designer

Webstage Consulting Pte Ltd, Singapore, Singapore

Dec 2015 – Sep 2022

- Develop advertising campaign concepts, such as our Disrupt Series, to resonate with our target audience and stakeholders, ensuring alignment with our client's marketing objectives.
- Polished design systems ensuring digital products remain consistent, scalable, and visually appealing to meet evolving needs and industry standards.
- Developed UX-based research to inform concept creation and effectively pitch solutions to clients, showcasing strong problem-solving skills and a deep understanding of user needs.
- 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.
- Proficiently created and edited digital content using Adobe Creative Suite.
- Excelled in a fast-paced environment, collaborating with clients on weekly email marketing campaigns.
- 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 meet client requirements and deadlines.

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, August 2018
- Creates digital art and illustrations
- Skilled in creating complex Excel spreadsheets with formulas, charts, and data visualizations
- Currently studying French at Alliance Française to enhance my multilingual communication skills