

SUMMARY OF QUALIFICATIONS

- Detail-oriented professional with a decade of experience across Finance, Retail, Hospitality, and Healthcare. Quickly synthesizes complex information to identify key trends and develop streamlined, efficient workflows.
- Extensive experience partnering with diverse stakeholders to gather requirements, analyze qualitative and quantitative data, and translate complex operational needs into clear, measurable data objectives.
- Expertise in developing and maintaining efficient documentation and reporting structures to track operational performance and monitor service effectiveness. Provides data-driven recommendations that inform and shape strategy.
- Tech-savvy with proficiency in operational and administrative tools. A quick study in new analytical software, possessing a strong focus on data integrity, quality assurance, and problem-solving to ensure insights are accurate and reliable.

SOFTWARE SKILLS

Proficient in two distinct toolsets: I use data analysis platforms (SQL, Excel, Microsoft Office, Axure) to drive business decisions, and UX design software (Figma, Adobe XD, PS, AI, ID) to build and test digital experiences.

KEY ACCOMPLISHMENTS

- Led marketing and reporting for RVM, converting raw data into actionable insights that drove executive decisions and optimized business strategy for maximum resident retention and home occupancy.
- Analyzed, redesigned, and executed the BBQWS web implementation. This effort, based on campaign data review, resulted in a 20% increase in web traffic and a 15% rise in qualified sales inquiries.
- Standardized design and documentation protocols for DBS CC promotions job orders (JOs), directly improving operational consistency and achieving a 25% increase in project turnaround efficiency.
- Directed consistent social media presence efforts and content planning, leveraging platform analytics and A/B testing to refine strategy. This resulted in a 48.68% increase in social media following and quantifiable community engagement gains for RVM.
- Delivered presentations that communicated data-driven recommendations to diverse audiences, including executives and clients, effectively bridging the gap between analysis and strategic decision-making.

PROFESSIONAL EXPERIENCE

Marketing Manager

Richview Manor Vaughan Limited Partnership, Vaughan, ON, Canada

Jan 2024 – March 2025

- Spearheaded community outreach programs and events, cultivating meaningful relationships with individuals, families, and local organizations, which drove a 200% increase in qualified referrals.
- Led the organization of inclusive business initiatives and events focused on community engagement and employee wellness, successfully fostering a stronger sense of belonging for 100+ staff members
- Forged key partnerships with relevant organizations to collaboratively develop and distribute comprehensive educational materials that empowered the community to make informed decisions about care and services.
- Cultivated strategic relationships with community partners and stakeholders while simultaneously monitoring competitor offerings and community needs through data analysis, ultimately enhancing organizational visibility and ensuring targeted delivery of essential resources and support to residents and qualified leads.
- Led the coordination of Health and Wellness Month, collaborating with 15 healthcare professionals to deliver informative sessions and resources that supported over 500 individuals and their families.
- Oversaw all scheduling, advertising, and logistical planning for community outreach programs, streamlining execution to ensure all initiatives were delivered efficiently and within the established budget.

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

Webscape 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

PROFESSIONAL DEVELOPMENT

- UX Research and Testing Bootcamp, General Assembly - August 2018
- Google Data Analytics Professional Certificate, Coursera/Google - October 2025