

## PAOLA NOMBRADO

Paranaque City, Metro Manila, Philippines 1700

+63 (976) 614 4584

plnombrado@gmail.com • <https://pnombrado.com/>

### SUMMARY OF QUALIFICATIONS

---

- Marketing professional with 10 years of experience driving operations across finance, retail, and healthcare.
- Transforms complex requirements into seamless, user-centered designs using Figma and Adobe Apps.
- Specializes in coordinating community programs and inclusive events that drive engagement.
- Partners with diverse teams to drive impactful community programs.
- Leads collaborative assessments to tailor programs to client needs.
- Proficient in administrative and communication software to ensure seamless daily operations.
- Develops efficient workflows and documentation to streamline operations and enhance team productivity.
- Proactively solves project gaps to drive successful, client-centered outcomes

### SOFTWARE SKILLS

---

Proficient in Figma (Prototyping & Design Systems), Adobe (Illustrator, Photoshop), Canva, Axure (Insights), Google Workspace, and Microsoft 365.

### KEY ACCOMPLISHMENTS

---

- Drove 20% growth in web traffic and 15% in inquiries using data-driven CRM insights.
- Cut project turnaround by 25% using Axure RP to standardize workflows and accelerate team onboarding.
- Developed the social media strategy, campaign, and data-driven content that grew the following by 48% and boosted brand loyalty.
- Mentored junior staff to elevate marketing standards and improve team project delivery.
- Collaborated with developers and PMs 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.
- Led inclusive community events and wellness initiatives to drive engagement and brand belonging.
- Developed and designed educational materials to streamline family decision-making for care services.
- Strengthened community partnerships to boost visibility and ensure efficient resource support.
- Monitored community needs and competitor offerings to enhance strategies and program effectiveness.
- 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.

#### 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.

## PAOLA NOMBRADO

Paranaque City, Metro Manila, Philippines 1700

+63 (976) 614 4584

plnombrado@gmail.com • <https://pnombrado.com/>

### Creative Designer

Webscape Consulting Pte Ltd, Singapore, Singapore

Dec 2015 – Sep 2022

- Developed Boosted BBQWS online sales by 40% by revamping the ordering platform and significantly decreasing drop-off rates.
- Reduced DBS OAOS drop-offs by 7% and increased conversion rates through a strategic process redesign.
- Optimized scalable design systems to ensure visual consistency and industry-standard quality across all digital products.
- Directed UX research to validate design concepts and deliver data-backed solution pitches to clients.
- Developed "Disrupt Series" campaign concepts that aligned creative strategy with client marketing objectives.
- Collaborated with clients to refine website templates and conduct iterative testing on layouts and features.
- Produced high-impact digital content using Adobe Creative Suite to meet complex brand requirements.
- Managed weekly email marketing campaigns in a fast-paced environment, ensuring consistent client satisfaction and engagement.

### Web Designer

Spinweb Productions Inc, Makati, Philippines

Nov 2013 – Nov 2015

- Applied advanced design principles, including typography, color theory, and layout, to create high-aesthetic, user-centered websites.
- Developed and managed client websites across Squarespace, WordPress, and Drupal, utilizing HTML and CSS for custom front-end solutions.
- Collaborated with PMs and developers to ensure technical feasibility and on-time delivery of client design requirements.

## 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

## AWARDS, CERTIFICATIONS & ADDITIONAL INFORMATION

---

- Service Excellence Award 2023 | Richview Manor Recognized for exceptional commitment to support and streamlining workflows that improved client and partnerships communication
- General Assembly UX Research and Testing Bootcamp | General Assembly Singapore August 2018
- AI-Powered Content Marketing and Strategy Certification | Coursera (Adobe) October 2025
- Skilled in creating complex Excel spreadsheets with formulas, charts, and data visualizations