

# PAOLA NOMBRADO

Paranaque City, Metro Manila, Philippines 1700

+63 (976) 614 4584

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

## SUMMARY OF QUALIFICATIONS

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- 10 years of experience driving operational excellence across finance, retail, and healthcare, with a proven track record of maintaining high client satisfaction.
- Expert at transforming complex client requirements into streamlined solutions, utilizing analytical thinking to identify underlying patterns and resolve systemic issues.
- Serves as a central liaison between Sales, Operations, and Onboarding to ensure seamless service delivery and project accountability.
- Expert in modernizing service delivery by developing AI-integrated workflows and documentation that automate design processes and significantly enhance team productivity.
- Maintains a confident, professional presence when engaging with high-level clients and internal partners to drive community and firm-wide engagement.
- Strong organizational and time-management skills, with the ability to manage high-volume tasks independently while escalating complex issues for prompt resolution.

## SOFTWARE SKILLS

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Proficient in Microsoft 365 with a focus on advanced Excel for data analysis, alongside Figma, Axure, and Adobe Creative Suite for visualizing complex workflows and producing professional client documentation.

## KEY ACCOMPLISHMENTS

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- Leveraged CRM insights and data analysis to drive a 15% increase in client inquiries and service engagement, focusing on identifying patterns to meet client needs.
- Reduced project turnaround time by 25% by utilizing Axure RP and Wrike to standardize documentation and streamline workflows, directly accelerating team onboarding and productivity.
- Developed data-driven engagement strategies and coordinated firm-wide events that increased client follow-through by 48% and strengthened brand loyalty.
- Delivered professional presentations to clients, lead stakeholders, and senior leadership, maintaining a confident presence and ensuring clear communication.

## PROFESSIONAL EXPERIENCE

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### Freelance Creative Designer

Remote

May 2025 – Present

- Developed branding for BBQWS client resulting in an average 20% increase in lead generation.
- Create scalable design systems using Canva, Adobe, and Figma to ensure cross-platform consistency.
- Deliver UI/UX and branding solutions focused on boosting client engagement and conversion rates.

### 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.
- Developed and designed educational materials to streamline family decision-making for care services.
- 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.

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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 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 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

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### 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

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- 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