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Marketing & Communications Executive

10 years of experience in delivering innovative integrated marketing initiatives

Strategic marketing and communications expert experienced in delivering effective forward-thinking marketing campaigns proven to increase sales, brand awareness and customer engagement. Highly proficient in developing strategic marketing plans with achievable goals utilizing various channels, from digital marketing and social media to public relations and partnerships. Keen ability for analyzing data, identifying market trends and positioning brands for success. Strong people skills for cultivating partnerships, customer relationships and teamwork.

Highlights of Expertise

- Integrated Digital Marketing
- Revenue Marketing Strategy
- Brand Marketing
- Creative Partnerships
- Communications
- Social Media

Career Experience

Gaspar Insurance Services, Inc. | May 2021 - Present

A leading full-service insurance agency specializing in protecting individuals and businesses of all sizes.

Director of Marketing and Communications

Develop and oversee the company's promotion and advertising initiatives with strategic campaigns of various methods, including digital, print, and partnerships.

- Grew new business by 10% and customer retention by 25%.
- Launched a completely redesigned website that resulted in a 30% increase in site traffic.
- Introduced and developed new technology and platforms streamlining processes and providing realtime results and analytics.
- Created static and video content for all marketing channels, including blogs, e-mails, presentations, and social media.
- Managed community partnerships and media events

Davidson Hotels & Resorts | May 2019 - February 2020

An award-winning, full-service hotel management company with a portfolio of 45 branded and independent lifestyle hotels.

Corporate Marketing Manager

Spearheaded innovative and creative integrated marketing campaigns for multiple branded and independent lifestyle hotels. Led a dynamic team of graphic designers, email marketers, digital marketers and web developers to ensure the maximum impact of each campaign.

- Managed a \$2 million marketing budget resulting in \$25 million in-room and F&B sales.
- Developed a fully responsive modern website for a rebranded hotel in increasing online reservations by 50% and unique pageviews by 30%.
- Produced compelling digital ads resulting in conversion rates of 3-5%.
- Increased brand awareness with millennials by 137% for a luxury hotel in Phoenix.
- Successfully placed three hotels in Condé Nast Traveler Readers' Choice Awards Top 10 Best Hotels in 2019.

Historic Hotels of America and Worldwide | June 2018 - November 2018

The official program of the National Trust for Historic Preservation for recognizing over 900 hotels worldwide.

Senior Manager, Marketing and Partnerships

Led a team of e-commerce, membership and communication managers, developing multi-discipline marketing campaigns.

- Increased bookings through HistoricHotels.org by 20%.
- Increased member participation by 30% in Historic Hotels' co-operative marketing program.
- Improved call-center practices increasing over-the-phone hotel bookings by 30%.
- Developed a new email marketing system increasing open rates by 50% and click-throughs by 20%.
- Generated \$150,000 worth of third-party advertising and sponsorship on company offerings

AccorHotels - Sofitel Hotels & Resorts | November 2012 - April 2018

A world leading collection of luxury brands, which also includes Raffles, Fairmont, Pullman and Swissôtel.

Director of Marketing and Communications | April 2017 - April 2018

Led all marketing and PR campaigns for Sofitel's luxury historic hotel in the heart of the nation's capital.

- Successfully launched Washington DC's newest French bar and brasserie.
- Managed a \$2 million marketing budget generating over \$28 million in room and F&B sales.
- Managed PR efforts resulting in over \$5 million publicity value in 6 months.
- Led social media strategy increasing Instagram followers by 30% and Facebook engagement by 50%.
- Improved TripAdvisor ranking by 4 points in 3 months.

Marketing and Public Relations Manager | September 2014 - April 2017

Developed and executed integrated marketing campaigns for two Sofitel luxury hotels on the west coast.

- Generated over \$80 million in room and F&B sales with a marketing budget of \$6.5 million.
- Increased online bookings by 20%, customer retention by 30%, guest reviews by 50% and social media engagement rates by 150%.
- Leveraged strong partnerships with media and produced over a 100 newsworthy PR events generating over \$100 million publicity value.
- Collaborated with top local and international lifestyle and travel influencers increasing followers by 120% and engagement rate by 250%.
- Led the rebrand Sofitel San Francisco Bay to a Pullman Hotel.

Sales and Marketing Coordinator | November 2012 - September 2014

Coordinated all sales and marketing activities for Sofitel's luxury hotel in Los Angeles.

- Created sales collateral, client presentations and reports, and a sales tool kit.
- Managed partner agencies for social media, web management and email marketing.
- Assisted and coordinated the relaunch of the hotel's restaurant and bar.

Keller Williams | August 2013 - April 2017

A leading real estate firm and the world's largest real estate franchise by agent count.

Salesperson

Listed and sold luxury properties in Hollywood Hills and surrounding areas consistently exceeding sales goals. Cultivated a customer database of over 500 potential buyers and sellers.

Ebridge Interactive | April 2011 - March 2012

The world's largest online advertising and marketing agency for small business reaching 40,000 clients globally.

Online Marketing Manager

Developed and provided digital marketing solutions to businesses, including web design, email marketing, analytics, CRM and social media. Led, trained, and developed a creative team of designers and copywriters that produced powerful and effective marketing materials.

Jewels Connection | July 2010 - March 2011

A \$5 million wholesale distributor of jewelry, precious stones and metals, costume jewelry, watches & clocks.

Marketing Manager

Led the transition of a traditional catalog company to online retail increasing sales and market share.

- Managed successful marketing campaigns (from budget to P&L analysis) including e-commerce, direct mail marketing, email marketing and web.
- Created bilingual magazine ads and direct mail pieces generating an overall response rate of 20%.
- Developed and managed Google AdWords campaigns achieving a 9% conversation rate.

Education

Master of Business Administration & Management

De La Salle University, Philippines

Bachelor of Science in Hotel & Restaurant Administration

University of the Philippines