



# JOE VINCENT JANOLO

MARKETING & COMMUNICATIONS DIRECTOR

## CONTACT

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## EXPERIENCE

- 2021-PRESENT **HEAD OF MARKETING**  
*Gaspar Insurance Services, Inc.,*  
*A Foundation Risk Partners Company*  
Develop and oversee the company’s promotion and advertising initiatives with strategic campaigns of various methods, including digital, print, and partnerships.
- 2019-2020 **CORPORATE MARKETING MANAGER**  
*Davidson Hotels & Resorts*  
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.
- 2018-2018 **SENIOR MANAGER, MARKETING AND PARTNERSHIPS**  
*Historic Hotels of America*  
Led a team of e-commerce, membership and communication managers, developing multi-discipline marketing campaigns.
- 2017-2018 **DIRECTOR OF MARKETING AND COMMUNICATIONS**  
*Sofitel Hotels & Resorts, Washington DC*  
Led all marketing and PR campaigns for Sofitel’s luxury historic hotel in the heart of the nation’s capital.

## ABOUT ME

I'm a digital marketer with over 10 years' experience working across multiple digital marketing disciplines. I develop compelling campaigns, content and stories to attract and retain customers.

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## SKILL

- Intergrated Digital Marketing
- Revenue Marketing Strategy
- Brand Marketing
- Content Creation
- Creative Partnerships
- Communications
- Social Media
- Community Relations

## EDUCATION

- Master of Business Administration & Management**  
*De LaSalle University*
- Bachelor of Science in Hotel & Restaurant Administration**  
*University of the Philippines*

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