

PATRICIA MARIE RODRIGUEZ

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MBA Candidate at Kingston University; an experienced marketing manager with over 8 years of formal working experience in digital marketing, business strategy, project / client management, advertising, sales and events management in the fintech / SAAS / retail / creative sectors. Skilled in digital marketing, project & event management, public relations, and business/marketing strategy.

EDUCATION

Kingston University, London

Masters in Business Administration

2020-2021

Ateneo de Manila University, Philippines

Major in Management Economics, Minor in Marketing

2008 - 2012

WORK EXPERIENCE

Growth Marketing Lead - Taxumo

Manila, Philippines, September 2017 - December 2019

- Spearheaded the planning and implementation of user growth strategies which increased brand awareness and customer sign-ups
- Created and implemented digital marketing plans, which included management and execution of digital advertising campaigns using Facebook Ads, Google Search, Display & Video
- Worked closely with SEO and ad agencies to optimize and promote company's online assets.
- Tied up with online influencers, media, publishers and businesses for the company's offline and online marketing campaigns
- Oversaw the content planning and implementation of company's social media activities and online communities.
- Co-created monthly social media posters, press releases, blog and video posts.
- Monitored, analyzed and reported on key KPIs, and delivered key findings and insights on a regular basis.

Part-Time Consultant in Digital Marketing and Events Management

Manila, Philippines, January 2016 - December 2017

As a freelance marketing consultant, I have provided my services for the following companies:

- **Event Director, Manila Workshops**, Manila, January 2016 - December 2017
 - Actively managed the planning, promotion and implementation of monthly learning events and workshops for entrepreneurs and business professionals for Manila Workshops
- **Marketing Consultant, LifeQuest Consultancy**, Manila, May 2016 - Aug. 2016
 - Assisted in the business development and marketing activities related to developing revenue-generating relationships with both corporate and individual clients. Created a comprehensive marketing plan in the objective to generate more leads and customers.
- **Marketing Consultant, Daily Brew Cafe**, Manila, Feb 2016 - March 2016
 - Created marketing plan for owner to increase foot traffic and in-store sales

Digital Strategy & Accounts Manager - Globe Telecom

Manila, Philippines, September 2015 - December 2015

- Provided strategic direction for the digital and mobile advertising campaigns of Globe Telecom's various products and services; also highly involved in media planning, implementation and evaluation, and vendor negotiations for these requirements.

Digital Account Manager - Publicis Manila

Manila, Philippines, July 2014 - Aug 2015

- Worked closely with key clients in retail, telecommunications, and food; including Watsons and Nestle in the planning and successful execution of digital and integrated marketing campaigns. Helped produce creative copy, articles and content for different branding platforms. Regularly participated in campaign brainstorming. Spearheaded the planning, production and evaluation of client's digital campaigns.

Trade Marketing Specialist - Lixil Corp.

Manila, Philippines, January 2014 - June 2014

- Served as Project Leader for company-sponsored events, and took charge in the creation of press releases and marketing collaterals for these respectively. Served as the lead for business development with architectural firms, with activities that included creation of B2B marketing plans, conduction of presentations and technical training for both key clients and internal sales teams.

SKILLS & CERTIFICATES

- **Skills** –
Tools: MS Office (Word, Excel, PowerPoint), Google Adwords & Analytics, Search Console, TubeBuddy, FB Ads Manager & Analytics, Canva, WordPress, MailChimp,
Other Skills: Marketing & Business Strategy, Digital Advertising, Media Planning, Growth-Hacking, Data Analytics, Email Marketing, Project & Client Management, Written & Oral Communication (English), SEO writing (English), Public Relations
- **Level III Certified Digital Marketing Certification**, IMMAP (issued April 2019)
 - Earned accreditation for the following courses: Digital Analytics, Media Planning, Multimedia Production, Transmedia Story-Telling and Social Media Marketing