

Judith Ann Talanía, MBA

Digital Marketing Specialist

Language

English | Filipino

Software Skills

Adobe Photoshop | Adobe Illustrator |
Adobe Lightroom | Microsoft Suite |
Google Suite | Figma | Canva | Drip |
YAMM | Mailchimp | Wordpress |
Active Campaign | Clickfunnels |
GoHighLevel | Unbounce

Professional Skills

Account Management | Project
Management | Social Media Management |
Graphic Design | Email Marketing

Contact



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Townsville, QLD

Academic History

James Cook University Australia

Master of Business Administration

2021 - 2023

Philippine Center for Creative Imaging

Diploma Program in Advance Graphic Design

2017

- After Effects Video Editing
- One of the special honorable mention on our graduation ceremony
- Exhibited all works on our Graduation Ceremony

University of Santo Tomas

Bachelor of Fine Arts Major in Advertising

2013-2017

- Dean's List 2016

Publication

**The one marketing tactic that's stopping
your practice from reeling in new patients**

Bright Dental Marketing

June 2022

- Published on Bright Dental Marketing Website
- Article about how Testimonial Reviews affects Dental Practices

Work Experience

Account Manager

LiveSwitch

May 2023 to Present

- Digital Strategy
- Customer Relationship Management (CRM)
- Reporting & Analysis
- Project Management
- Handles Facebook & Google Ads

Account Executive | Project Manager

LiveSwitch

Feb 2023 to May 2023

- Handles Facebook Ads
- Handles Google Ads
- Marketing Strategies, Monthly Reports
- Media Buying
- Project Managing Clients

Social Media Manager

LiveSwitch

June 2021 to Feb 2023

- Handles all social media accounts for all clients (LinkedIn/ Twitter/ Facebook/Youtube)
- WordPress post designer & layout artist
- Layout Social Media Ads
- Create a monthly social media calendar
- Marketing Strategies, Monthly Reports
- Media Buying

Creative Marketing Specialist

OOBII Ltd.

October 2020 to May 2023

- Handles 2 brands - Business Printers & MamSir PH
- Manages social media accounts (Facebook, Instagram)
- Layouts/Creates social media postings + captions
- Monthly marketing report and marketing plan

Graphic Designer

Big Boss Ecom (contractual)

June 2020 to June 2022

- Designed Shoes, Wall Arts, Social Media Ads and Packaging Design
- Product shoots for their new products such as watches and jewelries

Layout Artist and Social Media Manager

Cochi Loco Manila (contractual)

September 2019 to January 2021

- Layout of Menu, Tarpaulin for events, Restaurant creatives, Design Ads
- Copywriter
- Supervise Social media accounts

Marketing Associate

Trendz 360 Philippines

January 2019 to May 2020

- Marketing Strategies, Monthly Reports, Monthly Promotions, Social Media Postings with captions for all brands (Nike Swim, Nike Accessories, Birkenstock PH, Adidas Combat Sports)
- Visual Merchandising, 3D Design of stores, Store set-ups, Dress-ups, Ingress, Egress.
- Event Management & Set Up, Sponsorships, Communication with all suppliers, Malls and Retail partners.
- All graphic related from Posters, Banners, to all different kind of collaterals.
- Digital Marketing for all brands

Creative Marketing Assistant

AltPayNet Corp.

December 2017 to December 2018

- Graphic related for all products which includes logos, Web Design, Infographics, Social Media Postings, Mobile & Web App Icons, UI Mobile App.
- Social Media Marketing, Powerpoint Presentations, Handled all Facebook Pages for our products (Pago De Caridad, Drop & Snap, Kloudhouse, Travellers, E-Snapped)

Award/s

DC Trase Yours: Make Your Mark PH Winner

DC Trase Yours

June 2015

- First regional graphic design competition held by DC Trase Yours
- Chosen as the Winner and was the Philippines Representative out of 200+ designers

Conferences/Workshops

Digital Marketing 102 Workshop for Beginners

November 2019

- All the basics of Digital Marketing including SEO, Social Media Platforms & Strategies on Marketing

Social Media Week

2018 & 2019

- A leading news platform and worldwide conference that curates and shares the best ideas, innovations & insights into how social media & technology are changing business, society and culture around the world.

Graphika Manila 2017: A Conference on Creativity

January 2017

- Multidisciplinary creative approaches in identity, art direction, animation, web & even designed environments.

Certifications

Visual Graphic Design NCIII

Issued on Feb 2017 by TESDA NCR

No Expiry

- Certified Visual Graphic Designer from Layouts, 3D, Packaging & Booth Designs