

# JUDITH ANN TALANIA

Townsville, QLD 4814

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## PROFESSIONAL SUMMARY

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Account Manager with a strong creative foundation in graphic design, managing fast-moving accounts across Meta ads, social content, email marketing, and branding. Known for adapting quickly, improving campaign performance, and delivering visually compelling, results-driven work.

## WORK HISTORY

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04/2025 to Current **Account Manager (APAC)**

**Social Fitness** – Manchester, UK

- Quickly ramped up within my first weeks by handling offer changes, tech concerns, and Quality Control tasks, eventually managing 20+ accounts and launching new clients faster than standard onboarding timelines.
- Managed 20+ fitness and wellness accounts across APAC, overseeing Meta campaigns, technical concerns, website updates, and performance reporting while maintaining strong client relationships.
- Improved campaign performance and reduced CPL across multiple accounts by initiating different kinds of strategy, video direction that the team adapted, and also by optimizing offers, creatives, and targeting strategies.
- Led and supported multiple presales and new client builds contributing to successful launches and smoother rollouts.
- Trained new AMs and ATs about clients, new builds, optimizations, GoHighLevel tasks, automations, troubleshooting, and landing pages, while also contributing to team culture through presentations and creative internal designs.

05/2023 to 03/2025 **Account Manager**

**LiveSwitch** – Australia

- Increased client satisfaction by building strong relationships and addressing their needs promptly.
- Maintained high client retention rate by providing exceptional customer service and anticipating client needs.
- Managed a diverse portfolio of accounts, ensuring timely communication and effective problem resolution.
- Successfully resolved escalated issues, preventing potential loss of valuable clients while maintaining positive relationships with all parties involved.
- Conducted regular account reviews to identify areas for improvement and ensure continued success.

02/2023 to 05/2023 **Account Executive | Project Manager**

**LiveSwitch** – Australia

- Provided exceptional customer service, addressing client concerns promptly and effectively to ensure long-term loyalty.
- Managed multiple accounts simultaneously while maintaining organisation and prioritising tasks efficiently.
- Streamlined account management processes for increased efficiency and improved client retention rates.
- Developed detailed reports analysing account performance data, providing valuable insights for future strategy adjustments or improvements.

06/2021 to 02/2023 **Social Media Manager**

**LiveSwitch** – Australia

- Managed multiple social media platforms, ensuring a consistent brand voice and message.
- Boosted engagement rates with the creation of compelling and visually appealing content.
- Optimised posting schedules based on platform-specific analytics to maximise content visibility.

01/2019 to 05/2020 **Marketing Associate**

**Trendz 360 Philippines**

- 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
- Enhanced social media presence with creative content and effective targeting.
- 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

12/2017 to 12/2018 **Creative Marketing Assistant**

**AltPayNet Corp.** – Manila, Philippines

- 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 products ( Pago De Caridad, Drop & Snap, Kloudhouse, Travellers, E-Snapped )
- Improved social media presence by crafting engaging content.
- Coordinated promotional events, leading to increased community engagement.
- Assisted in the development of marketing campaigns to enhance brand visibility.
- Supported marketing team with research, contributing to more informed strategies.

## EDUCATION

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- 01/2023 **Master of Business Administration**  
**James Cook University** - Townsville, QLD
- 01/2017 **Diploma Program: Advance Graphic Design**  
**Philippine Center for Creative Imaging** - Manila, Philippines
- One of the special honorable mentions on our graduation ceremony
  - Exhibited all works on our Graduation Ceremony
  - GPA: Dean's List 2016
- 01/2017 **Bachelor of Fine Arts: Advertising**  
**University of Santo Tomas** - Manila, Philippines

## CERTIFICATIONS

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Visual Graphic Design NCIII, TESDA NCR, 02/17, No Expiry

## SKILLS

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Project Management	Graphic Design	Web Design	Video Editing	CRM	Email Marketing
Asana	Adobe Photoshop	Figma	Adobe Premiere	GoHighLevel	Mail Chimp
Clickup	Adobe Illustrator	Wordpress	CapCut	Click Funnels	GoDaddy Email Marketing
Notion	Canva	Shopify		Active Campaign	Drip
		GoHighLevel		ACR	
		Click Funnels		Hapana	
		Active Campaign			
		Unbounce			

## AWARDS

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DC Trase Yours: Make Your Mark PH Winner, 06/15, Chosen as the Winner and was the Philippines Representative out of 200+ designers.

## PUBLICATIONS

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The one marketing tactic that's stopping your practice from reeling in new patients,  
Bright Dental Marketing, 06/22

## CONFERENCES/WORKSHOPS

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- Digital Marketing 102 Workshop for Beginners, 11/19
- Graphika Manila 2017: A Conference on Creativity, 01/17

## REFERENCES

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**Henry Rong** (*Head Digital Strategist of Liveswitch*)

+61 410 698 288

**Richard Quinn** (*Founder of Liveswitch*)

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**Olly Randall** (*Co-Founder of Social Fitness*)

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**Michaella Cantiga** (*APAC Team Lead of Social Fitness*)

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