

# JUDITH TALANIA

Queensland, Australia | hello@judithtalania.com | [www.judithtalania.com](http://www.judithtalania.com)

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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.

## PROFESSIONAL EXPERIENCE

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**Apr 2025 - Apr 2026** **Account Manager (APAC), Social Fitness, Manchester UK (Remote)**

- Ramped up within weeks by taking over offer changes, tech concerns, and QC tasks, eventually managing 20+ accounts and launching new clients ahead of standard timelines.
- Managed 20+ APAC fitness and wellness accounts, overseeing Meta campaigns, technical issues, website updates, and performance reporting while maintaining strong client relationships.
- Improved campaign performance and reduced CPL by introducing new strategies, video directions adopted by the team, and optimising offers, creatives, and targeting.
- Trained new Account Managers and Account Technicians in new builds, optimisations, GoHighLevel workflows and automations, troubleshooting, and landing pages, while contributing to team culture through presentations and creative internal designs.

**May 2023 - Mar 2025** **Account Manager, Liveswitch Pty. Ltd, Sydney Australia (Remote)**

- Increased client satisfaction by building strong relationships and promptly addressing their needs. Maintained a 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.

**Feb 2023 - May 2023** **Account Executive & Project Manager, Liveswitch Pty. Ltd, Sydney Australia (Remote)**

- Delivered prompt, effective client support that strengthened satisfaction and long-term loyalty. Managed multiple accounts simultaneously while staying organised and prioritising tasks efficiently.
- Streamlined account management processes, improving efficiency and boosting retention.

**Jun 2021 - Feb 2023** **Social Media Manager, Liveswitch Pty. Ltd, Sydney Australia (Remote)**

- Managed multiple social media platforms while maintaining a consistent brand voice and message. Boosted engagement by creating compelling, visually appealing content tailored to each platform.
- Optimised posting schedules using platform analytics to maximise visibility and reach.

**Jan 2019 - May 2020** **Marketing Associate, Trendz 360 Philippines, Manila, Philippines (In-Person)**

- Managed marketing strategies, monthly reports, promotions, and social media content for brands including Nike Swim, Nike Accessories, Birkenstock PH, and Adidas Combat Sports, also executed visual merchandising and 3D store designs, including full store setups, dress-ups, ingress, and egress.
- Coordinated events, sponsorships, and communications with suppliers, malls, and retail partners. Produced a wide range of graphic materials, from posters and banners to various marketing collaterals & supported digital marketing initiatives across all assigned brands.

**Dec 2017 - Dec 2018**      **Creative Marketing Assistant**, AltPayNet Corp, *Manila, Philippines (In-Person)*

- Designed logos, web assets, infographics, social media creatives, mobile/web app icons, & UI. Also managed social media marketing, PowerPoint presentations, and all Facebook Pages for 5+ products.
- Improved social media presence by producing engaging, on-brand content & coordinated promotional events that increased community engagement.
- Supported marketing campaigns to enhance brand visibility across digital channels.
- Conducted research to inform marketing strategies and strengthen campaign planning.

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## EDUCATION

**Master of Business Administration** **Jan 2023**  
James Cook University, Queensland Australia

**Bachelor of Fine Arts: Advertising** **Jan 2017**  
Pontifical and Royal University of Santo Tomas, The Catholic University of the Philippines

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## AREA OF EXPERTISE

Account & Client Management	Creative Direction & Visual Strategy	Project & Workflow Management
Performance Marketing (Meta Ads)	Graphic Design & Brand Identity	Technical & Platform Expertise

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## KEY ACHIEVEMENTS

- **Scaled to 20+ APAC accounts within weeks and improved performance across the board.** Rapidly took over a large portfolio at Social Fitness — 20+ fitness and wellness accounts — and not only maintained them but reduced CPL, improved campaign performance, and introduced creative/video strategies that the entire team adopted.
- **Strengthened client retention and prevented churn at LiveSwitch through proactive relationship management.** Consistently increased client satisfaction, resolved escalations, and protected key accounts, directly contributing to high retention rates & revenue flowing.

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## PLATFORM & SOFTWARE EXPERIENCE

**Project Management:** Asana, Clickup, Notion, Trello

**Graphic Design:** Adobe Photoshop, Adobe Illustrator, Canva, Adobe InDesign

**Website Design:** Figma, WordPress, Shopify, GoHighLevel, Click Funnels, Active Campaign, Divi, Elementor

**Video Editing:** Adobe Premiere, CapCut

**CRM:** GoHighLevel, ClickFunnels, Active Campaign, ACR, Hapana, Glofox

**Email Management:** Mailchimp, GoDaddy Email Marketing, Drip

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## REFERENCES

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

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

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