

# Judith Ann Talania, MBA

## Social Media Manager

### 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