

Mark Kevin Nicole M. Santiago

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Core Competencies | Skills

Events Management, Brand Marketing, Influencer/Affiliate Marketing, PR, Content Creation and Sponsorship. End-to-end process of marketing | Online to Offline Marketing | 360 Campaign

Portfolio: <https://bit.ly/VinPortfolio2023>

Linkedin: https://bit.ly/LinkedIn_Vinn

Experience**Social Media Manager**

Confidential – Int'l Company

Jan 2023 – Present

- Pioneer social media footing from scratch – Asian Market
- Monitor and report insights
- Create posts and collaborate with designers
- Market Research
- Report directly to Head of Marketing and to Head of Operations

**Head of Marketing**

Anytime Fitness Philippines

Apr 2022 - Aug 2022

360 Campaign - Recruitment - Market Research - Creatives Creation - Presentation - Admin Task - Partnership/Ambassadorship - Budgeting - Social Media Marketing - Media Buying - Content Marketing - Ads and Promo - Reporting - Troubleshooting

Create Nationwide and Local Campaigns / Promo

- EveryJuan Campaign
- KPOP x Fitness Campaign
- Ignite Your Spirit Campaign
- Branding Campaign (Gym Tour, Member Testimonials, Perks)
- Leverage YouTube and other viral marketing tools and channels to generate buzz.
Convert generated leads to sales through Paid Ads

(Fb Ads, Google Ads, Instagram Ads)

- 11% sales from actual leads
- Assess marketing copy, art comps, and final designs and compare them with established specifications.
 - Content Calendar (Social Media - Photo and Video)
- Transform corporate websites and social media platforms to better engage customers and promote sales.
 - Content Marketing (Write up/Article, Email, Text, Marketing Merchandise/Collaterals - OOH, ATL & BTL)
 - Content Creation (Internal requests)
 - Fill in day-to-day social media content for all clubs in the Philippines and on its main pages
 - Increase the social media presence of the Main Pages
 - Facebook followers to 2% (AUGUST)
 - Instagram followers to 5% (AUGUST)
 - Anytime Fitness PH Main Website (Upward Trend)
- Provide marketing solutions to Clubs (Corp and Franchises - 141 clubs in PH)
- Organize contacts and orchestrate innovative marketing campaigns to boost awareness, engagement, and sales.
- Creation of social media accounts (Facebook and Instagram)
- Monthly Presentation of marketing performance and insights (Corporate Clubs)
- Align and establish a good relationship with partners (MSMEs) to achieve common goals.
- Partnership: OPPO, Pandapro, Edamama, and others
- Ambassadorship: Precious Paula Nicole (Drag Race PH Season 1 Winner)

Strategic Marketing Consultant

Freelance

Dec 2021 - May 2022

- Address pain points and challenges of the brand. Provide KPI and ways to achieve it
- Work on Communications Plan for a proper brand messaging
- Increase brand awareness and engagement through social media content
- Connect with Influencers for ads and promos
- Create PR material for PR publishing
- Collaborate with brands, LGUs and MSMEs for sponsorship
- Spearhead campaigns that will help increase sales and meet KPI
- Help creatives team in handles



Asst. Regional Marketing Manager

Robinsons Land Corporation

Mar 2020 - Nov 2021

- BUDGETING
- CAMPAIGN MANAGEMENT
 - Create events (LGU and Thematic/Seasonal campaigns)
 - Locally Sourced - 19% sales inc
 - Photo Op Display Fabrication Online and On ground Gimmicks
- ADS & PROMO MANAGEMENT
 - Accomplish chainwide sale promotions
 - Increase foot traffic and vehicular count
- SPONSORSHIP MANAGEMENT
 - Sustain a strong relationship with partners (tenants and exhibitors)
- PEOPLE MANAGEMENT
 - Handle 3 Mall Marketing Branches
- CONTENT MARKETING (FB & IG)
 - Increase Facebook Organic Followers (2019 vs. 2020)
 - RP Palawan - 109%inc RP Novaliches - 50%incRP Naga - 161%inc
- INFLUENCER MARKETING
 - Collaborate with different influential people



Marketing Officer

SM Supermalls

Mar 2018 - Jan 2020

- EVENTS MANAGEMENT
- ADS & PROMO MANAGEMENT
- SPONSORSHIP MANAGEMENT
 - The mind and heart of all marketing activities inside the mall. (digital and in-mall promos, artworks, set up, prizes, vignettes)
 - Assist marketing manager in managing mall's events and management activities.(unique, holiday and regional events)
- Implement system-wide mall marketing requirements for promotions and advertising campaigns. Manage and maintain relationships with in-mall tenants and outsourced sponsors and business partners.
- Achieve to support other special retail sales campaigns such as 3-day weekend sales and other requirements.



SMS Junior Account Manager

SMS Philippines Healthcare Solutions, INC.

Mar 2017 - Dec 2017

- BUSINESS CONSULTANCY
- BUSINESS DEVELOPMENT
- CLIENT MANAGEMENT
 - Build rapport and presents to clients
 - Address clients' challenge and recommends platforms and solution to clients
 - Supervise execution of every program under account
 - Work and report with top management –President, Sales Head, Sr. Account manager, Operations Manager and Hospital Bus. Dev. Manager

Senior Marketing Associate

SMS Philippines Healthcare Solutions, INC.

Nov 2016 - Mar 2017

- CUSTOMER RELATIONSHIP MANAGEMENT
- BUSINESS TO BUSINESS MANAGEMENT
- CLIENTS:
 - Sharp Air Purifiers (Home Appliances), Pocari Sweat (Healthy Beverage)
 - Qualify clients' preferred doctors for the desired service
 - Negotiate directly to target participants (doctors, patients & hospitals)
 - B2C (Business to Consumer) Marketing
 - B2B (Business to Business) Marketing
 - Document photos for client case study making
 - Report directly to Operations Manager and President
 - Sell products to clients' preferred consumers
 - Create strategic approach to promotions
 - Create survey reports (ppt and excel form)
 - Support Operations Manager in decision making

Warranty Processor (Intern)

Hyundai

Dec 2015 - Mar 2016 (4 months)

- RANK AND FILE POSITION

Education



Far Eastern University

Bachelor of Science in Business Administration, Marketing/Marketing Management, General

Nazareth School

Licenses & Certifications



Social Media Marketing: Strategy and Optimization - LinkedIn



Email Marketing - HubSpot Academy Issued Dec 2021 - Expires Jan 2024
750c12206034456fa922cb530fd1ca99



Social Media Marketing Certification Course - HubSpot Academy
Issued Dec 2021 - Expires Jan 2024 705f551337a54c5e92c7d087790146ae



Build your brand with digital marketing planning - Google



Keep your business relevant to the market with Google Trends - Google



Inbound Marketing - HubSpot Academy Issued Dec 2021 - Expires Jan 2024
196e1fc7fb6a4688a747b7ff9369aea5



Digital Marketing - HubSpot Academy Issued Dec 2021 - Expires Jan 2023
649f3dca76464e30bb996fc82521cf77



Digital Advertising - HubSpot Academy Issued Dec 2021 - Expires Jan 2023
4d01453621394d44b532c28d46e019e5



Frictionless Sales - HubSpot Academy Issued Jan 2022 - Expires Feb 2023
c598f3b5e4384c90a86f8ad70ffa55b1



The Fundamentals of Digital Marketing - Google Digital Garage YDC 3LF Z5M