

HANE JEAN P. MAGPATOC, CMMS

Executed high-impact campaigns, analyzed performance metrics, and developed strategic brand initiatives. Delivered data-driven insights and agile marketing support to boost sales performance and enhance customer engagement.

Contact

+63 9633 690 675 haliya.ugc@gmail.com

Education

Caraga State University – Cabadbaran Campus
Bachelor of Science in Business Administration Major in Marketing Management

CUM LAUDE
August 2021 – June 2025

Science, Technology, Engineering and Mathematics

Magallanes National High School
2019 – 2021

Junior High School
Magallanes National High School
2015 – 2019

Achievement and Certifications

- Certified Marketing Management Specialist
- Professional Salesmanship: Certificate of Completion
- Certificate of Completion: Human Resource Management
- Certificate of Completion: Six Sigma Yellow Belt
- Certificate of Completion: Digital Marketing
- Certificate of Completion: Advertising Industrial Tour
- Certificate of Recognition: Speech Fest 2023 – Debate Competition 1st Placer
- Certificate of Participation: Speech Fest 2023 – Effective Communication
- Certificate of Recognition – Interbrain Debate – Spit It Out Debate Tournament – 2nd Placer
- Secretary: Junior Marketing Executive A.Y. 2022 – 2023

Core Competencies

- Digital Marketing Strategy
- Social Media Campaign Management
- Project Coordination
- Brand Positioning and Messaging
- Marketing Analytics and Reporting

TIF Creative
Marketing Officer

2025 – 2026
Work-from-home

- Led CRM pipeline management and client communications across construction and tech accounts, overseeing lead tracking and structured follow-ups to drive consistent pipeline progression and ensure full opportunity visibility
- Drove international PR and expansion initiatives, including German and Norwegian market penetration projects for a construction tech client, coordinating with German editors while managing campaign execution and CRM systems

Peak Reach
Creative Coordinator

2024 – 2025
Work-from-home

- Engineered a 10X ROI creative system for a high-growth US wellness brand, translating a \$2K creative budget into \$20K+ in direct revenue. Spearheaded the entire asset production pipeline—from concept to conversion—crafting compelling ad copy, social graphics, and marketing materials that fueled campaigns contributing to a \$2M+ monthly revenue engine.
- Orchestrated and executed integrated creator campaigns by directly negotiating and aligning US-based content creators with brand objectives. Streamlined end-to-end creative workflows, ensuring seamless production of premium assets that amplified community engagement and drove measurable performance across all digital channels

Perfume Dessert London/Baby Cakes
SMM/Influencer Marketing

2023 – 2025
Work-from-home

- Strategized and led the full execution of Q1 2025 influencer and social media campaigns, managing 1000+ creators and aligning content with brand objectives, KPIs, and visual standards
- Developed campaign decks, creative briefs, and reporting frameworks while collaborating cross-functionally to streamline production, ensure brand consistency, and optimize performance through data-driven insights

NexusPoint Digital Marketing Services
Public Relations Manager

2023 – 2024

- Pitched brand campaigns to creators, negotiated partnerships, and cultivated long-term influencer relationships
- Led and executed two full-scale influencer campaigns in the beauty niche, managing all phases from briefing to reporting
- Built an influencer ecosystem from the ground up, streamlining communication, campaign workflows, and performance tracking