

JERRIKA RAMOS

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Brand Marketing | Digital Marketing | Content Strategy

PROFESSIONAL SUMMARY

Marketing professional with 8+ years of experience driving brand growth through digital marketing, content strategy, product launches, social media, email marketing, and creative campaigns. Proven track record of increasing engagement, leading cross-functional projects, and building compelling brand experiences across multiple channels.

SELECTED ACHIEVEMENTS

- Increased social media audience by 268% in two years
- Achieved 70–80% average email open rates
- Managed marketing initiatives across three brands
- Led website redesign and digital content optimization projects
- Supported product launches, trade shows, and national marketing campaigns

CORE COMPETENCIES

- Brand Marketing • Content Marketing • Product Marketing • Social Media Strategy • Email Marketing • Website Management • Campaign Development • Project Management • Graphic Design • Photography • Video Production • Trade Show Marketing

PROFESSIONAL EXPERIENCE

KARTNERS BATHROOM ACCESSORIES

Marketing Coordinator | Dec 2023 – Present

Social Media Coordinator | Jun 2022 – Dec 2023

- Lead marketing initiatives across three brands, supporting product launches, sales growth, and brand visibility across North America.
- Increased social media audience by 268% through strategic content planning, creative campaigns, and audience engagement.
- Manage three company websites, overseeing product launches, content updates, user experience improvements, and digital merchandising.
- Spearheaded major marketing projects including a corporate website revamp, annual price books, trade show campaigns, and product launches.
- Develop and execute email marketing campaigns achieving 70-80% average open rates.
- Produce photography, videography, graphic design, and digital content that strengthens brand presence across web, email, print, and social platforms.
- Collaborate with sales teams, vendors, agencies, and leadership to ensure successful execution of marketing initiatives.
- Build marketing tools and digital resources that streamline customer engagement and improve operational efficiency.

JEMINI CAPITAL

Marketing Coordinator (Part-Time) | Oct 2020 – Apr 2022

- Managed digital marketing initiatives for multiple client accounts across social media and digital channels.
- Created marketing campaigns, graphics, and video content tailored to diverse industries and audiences.
- Increased engagement and brand visibility through strategic content planning and execution.

GLAMOURBOX INC.

Brand Manager | Nov 2018 – Jul 2019

Assistant Brand Manager | Jul 2017 – Nov 2018

- Led integrated marketing campaigns that contributed to doubling annual sales.
- Managed influencer marketing, PR partnerships, retail marketing, and product launch campaigns.
- Directed content creation initiatives including photography, video production, and social media strategy.
- Collaborated with cross-functional teams to execute growth initiatives and strengthen brand positioning.
- Developed performance reports and strategic recommendations to support business decisions.

PIXEL EYE OOH MEDIA

Account Executive | Jun 2016 – Mar 2017

- Developed customized advertising and marketing solutions for clients across multiple industries.
- Expanded business opportunities through prospecting, client presentations, and relationship management

FOODPANDA PHILIPPINES

Account Manager | Sept 2015 – Mar 2017

Partner Service Executive | Jul 2015 – Sept 2015

- Managed a portfolio of business partners and negotiated agreements that increased revenue opportunities.
- Delivered client-facing presentations and supported partner growth initiatives.

EDUCATION

Post-Degree Diploma, Marketing

Douglas College

Post-Degree Diploma, International Business Management

Douglas College

Bachelor of Arts, Broadcast Journalism

De La Salle University-Dasmariñas

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign) • Canva • Mailchimp • WordPress & CMS Platforms • Google Analytics • Meta Business Suite • Microsoft 365 • Photography & Video Editing

CERTIFICATIONS

Google Analytics for Beginners • Google Ads Display Certification • Shopify Basics