

TRISTAN JOSEPH F. MURALLA



CONTACT

0917-5274122



tmuralla@yahoo.com



159 Kanlaon St. Sta. Mesa Hts,
Q.C., Philippines



Linkedin.com/in/tristan-m-5429263b/ 

PROFILE

Creative Marketing professional with 15+ years of experience in creative management, content marketing, and branding. Demonstrated effective processes, understanding of market trends and effective strategy implementation.

EDUCATION

B.S. Fine Arts
Major in Interior Design
University of Santo Tomas

Lourdes School of Quezon City
High School

Lourdes School of Quezon City
Elementary

KEY SKILLS

PROFESSIONAL EXPERIENCE

Project Management
Social Media Management
Creative Direction
Campaign Pre/Post Production
Strategic Planning
Visual Merchandising

CERTIFICATION

Digital Marketing Plan
2012 / *ADMU-IMMAP*

Social Media Marketing
2012 / *ADMU - IMMAP*

Asian Brand Strategies
2010 / *Martin Roll*

SENIOR CREATIVE MANAGER

THE SM STORE / JUNE 2017 - AUGUST 2018

- Successfully spearhead graphics/content creation on social media platforms including Brand Site, Youtube, Facebook and Instagram
- Manage the Creative Team to deliver good executions for all Digital and Retail graphics, promo and events
- Produce and Execute photoshoots, videos, editing and layout of Final Artwork for printing and digital posting
- Collaborate with Business Unit Partners to ensure delivery and effective execution of campaigns
- Monitor online presence of company's brand and engage with users, strengthening customer relationships
- Create step-by-step guidelines of collateral installation, product display and visual aids; emailed to all branches for their implementation
- Managed OPEX and Budget for all campaign production, graphic images and external suppliers

CERTIFICATION

Leadership Executive Program
2010 / Martin Roll

Visual Merchandising Workshop
2005 / Phil. Retailing Association

Project Management Seminar
2005

Time Management Workshop
2005

PROFESSIONAL EXPERIENCE

CREATIVE SERVICES MANAGER

EDGE INTERLINKS (SKECHERS, SPERRY, KEDS)
OCT 2013 - DEC 2016

- Managed the Creative Team in conceptualization and execution of all campaigns for Marketing, Social Media and Store Displays
- Collaborated with Brand Partners and evaluate merchandise plan to achieve visual objective and sales targets.
- Created step-by-step guidelines of collateral installation, product display and visual aids; emailed to all branches for their implementation
- Developed a systematic process for the Creative Department to efficiently work together with internal clients.
- Monitored OPEX and Display Budget for all collaterals and marketing materials.

CREATIVE DIRECTOR

GOLDEN ABC (PENSHPPE AND OXYGEN)
JAN 2008 - OCT 2010

- Directed the creative process for all internal brands from concept development to execution
- Responsible for re-creating the brand image, visual identity and store design of both brands
- Mentored a team of creative artists and guided them in producing innovative outputs and market trends
- Gave quarterly Styling and VM workshops to Sales Advisors to enhance and refresh their skills
- Brought creative solutions to the brands to achieve strategic retail and marketing communication goals.
- Built strong relationships with external partners like Printers, Photographers, stylists, and makeup artists

ADDITIONAL EXPERIENCE

CREATIVE CONSULTANT FOR
CENTRO DEPARTMENT STORE
2011 - 2013

CREATIVE CONSULTANT FOR
HOUSE OF OBAGI SKINCARE
2010 - 2013

CREATIVE DIRECTOR FOR
BANANA PEEL AD CAMPAIGN
2011

CREATIVE CONSULTANT FOR
DAPHNE FURNITURE COLLECTION
2010

PROFESSIONAL EXPERIENCE

VISUAL MERCHANDISING MANAGER

GOLDEN ABC (PENSHOPPE)

SEPT 2003 - JAN 2008

- Conceptualized and Art directed lookbook catalogues, show window and in-store merchandise display.
- Lead the packaging design of the merchandise and shopping bags
- Mentored a team of creative artists and guided them in producing innovative outputs and and executing consistent display to all stores
- Gave quarterly Styling and VM workshops to Sales Advisors to enhance and refresh their skills
- Managed the OPEX and yearly display budget

RETAIL MARKETING OFFICER

THE BODY SHOP

MAY 1999 - JAN 2002

- Assisted in planning the yearly retail calendar of Marketing and Visual Merchandising
- Responsible for ordering the marketing materials from the UK and local print production of graphics
- Coordinated with the regional office in Singapore regarding collateral and merchandise delivery
- Responsible for the design and production of holiday gift packs and shopping bags
- Provided internal customers and store staff with product display guidelines and marketing activities
- Help designed event booths, press kits and other corporate trade exhibits
- Managed the Display and Store collateral budget