

**KATRINA GREGORIO**

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I have worked in the digital marketing industry for 7 years, particularly in advertising agencies working closely with multiple brand groups. I have acquired solid experience in project management and marketing strategies. Bulk of my experience includes driving digital promotional campaigns, managing brand and product launches with website development and online display advertising components, and reporting of post campaign web and advertising metrics. I learn fast and am able to adapt well, especially in a fast-paced environment.

**PROFESSIONAL EXPERIENCE****BagoSphere**

Aug 2019 – March 2020  
Marketing Manager

As the Marketing Manager at BagoSphere, an award-winning social enterprise, I was responsible for the generation of high-quality B2B leads to help the sales team engage customers and drive revenue growth. This was achieved by educating the market, driving engagement and retention, leading creative, brand and communication strategies.

At BagoSphere, I was in charge of:

- Growing and managing all marketing channels including the company website and various social media channels.
- Building and launching the company website using WordPress. This includes building the overall look and feel of the website, together with the text and images.
- Asset creation, including content, sales collaterals, internal/external comms, to launch the enterprise program.
- Analyzing the performance of the marketing funnel from Top to Bottom, and optimize the delivery of the assets and messaging across different target audiences.
- Develop content marketing plan and goals.
- Build brand awareness through the use of social media (Facebook, LinkedIn), events, and television features.

**Get Hooked 360, Inc.**

October 2015 – May 2019  
Head of Media

At Get Hooked 360, a Philippine-based digital agency, I was responsible for managing the delivery of our media buys, including setting the KPIs for campaigns running on multiple social media platforms and ensuring that KPIs are met, if not exceeded. My team and I also provide digital media support and advertising updates to internal teams, specifically account managers.

During my 3 year 6 months stay at Get Hooked 360, I have:

- Managed creation of campaign proposals for both renewal accounts and pitches. I have also designed digital marketing and communication plans and strategies, and administered and balanced advertising and promotion spending of total digital marketing budget to ensure proper allocation and spending of resources.
- Worked together with account managers in strategy planning, campaign execution and management, and post analysis of digital campaign plans.

- Maintained healthy margins in direct media buys on Facebook and Google, also in our partnerships with online influencers, publisher deals, and programmatic buys.
- Managed vendor relationships to ensure that the company is up-to-date with deals, potential partnerships, including latest technological launches and digital media developments.
- Ensured that current projects are running smoothly to encourage renewal of contracts and also by looking for additional business that will help achieve a 40% profitability for the department.
- Established a new Media Team that grew and strengthened our media capabilities as a company.

#### Senior Business Manager

I came back to work for Get Hooked 360 after 2 years of having worked elsewhere. My responsibilities at this time were similar to my responsibilities back in 2013, only that my role has evolved to a senior role wherein I handled more aggressive accounts with higher demands and spending capabilities.

I was responsible for effective management of day-to-day operations with its clients and respective brands. I managed effective and timely execution of project requirements. I designed digital marketing and communication plans and strategies in close coordination with the brand groups, traditional media, and business intelligence teams. I administered and balanced advertising and promotion spending of total digital marketing budget to ensure proper allocation and spending of resources.

#### **Key Media Pty Ltd**

January 2015 – September 2015

Project Coordinator

- Collaborated at a global and cross-functional level with management, IT, admin, marketing, sales, editorial, and customer service to drive data strategies.
- Spearheaded the production of websites to support all industry events in Australia and New Zealand in association with the company's leading magazine titles.
- Provided coordination and monitors support for all agreed projects and tasks pertaining to the company's websites and online initiatives.
- Monitored sending of e-Newsletters to subscribers of Canadian and US titles.
- Regularly submitted progress reports on website projects and tasks.

#### **Summit Media (Digital Solutions)**

December 2013 – December 2014

Senior Digital Product Manager

At Summit Connect, the digital arm of Summit Media, I was overseeing implementation and effective management of various campaigns of the group's clients. I worked closely with the advertising group for pitches, launches, and sustaining activities of clients' campaigns. I also worked with the sales team to promote the group's services to potential clients. Costing, along with media planning and buying, was also part of my daily responsibilities.

#### **Get Hooked 360, Inc.**

December 2012 – November 2013

Digital Business Manager

I was responsible for developing digital strategies from end-to-end, from strategy to execution to monitoring. I ensured that the strategies implemented are 360 and are rooted in consumer insights. I was responsible for effective management of campaign plans of our clients and their respective brands. I designed digital marketing and communication plans and strategies in close coordination with the brand groups, traditional media, and business intelligence teams. I also supervised day-to-day monitoring of rewards loyalty program including quality assurance of promo code submission and daily database management.

In addition to my responsibilities in the Philippines, I was also part of the team who spearheaded client acquisition and business development programs in Ho Chi Minh, Vietnam. I flew in and out of the country to meet with potential clients. I did this while simultaneously working on proposals needed for pitch presentations and also managing projects I handled in the Philippines.

**British International School – Vietnam**

August 2009 – August 2012

Teacher

**Multiple Intelligence International School**

April 2008 – March 2009

Teacher

**Ateneo de Manila University, Grade School**

April 2007 – March 2008

Teacher

**EDUCATION**

**University of the Philippines**

Strategic Marketing Course

2013

**Miriam College**

Bachelor of Science

Major in Child Development and Education

2003 – 2007

**CERTIFICATES**

May 2019 – FACEBOOK – Facebook Blueprint Planning Professional

March 2019 – GOOGLE – Digital Guru Green Belt

Sep 2016 – YOUTUBE – YouTube Guru (Content Strategy – Brand)

**SKILLS**

I am a fast learner and can easily adapt and apply new skills within a shorter amount of time. I am adept in working in a fast-paced environment. With three years of experience working abroad, particularly in Vietnam, I developed excellent interpersonal skills and have successfully been able to relate to and lead people of different nationalities. I am fluent in the English language, both verbal and written communication.

**INTERESTS**

I appreciate films and enjoy watching them. I enjoy taking photos, particularly street photography. Other hobbies I enjoy doing are tennis, scuba diving, and I am always open to new and exciting learning and possibilities. My current interest is the practice of meditation and learning the basics and principles of yoga.