



# CONRAD VICTORINO

## DIGITAL INNOVATOR

### A BIT ABOUT ME

Currently the Digital Director of Universal McCann, he has a total of 10 years experience in the industry. He was previously the Business Unit Head of iProspect where he was also the client lead and a former Digital Strategy Lead for Universal McCann with focus on creative digital placements and media strategies. He also held positions as Digital Manager at Mindshare and Campaign Manager at Google's DoubleClick. He worked his way through the ranks, and has proven his mettle, handling major accounts such as Wyeth, Nestle, Abbott, Coca-Cola, Unilever, Johnson&Johnson, Del Monte, Bonchon, Microsoft, Apple, Uniqlo, and McDonalds.

### RELATED SKILLS

- Strategic thinking
- Data analysis
- SEO/SEM
- Paid Digital Advertising
- Social Media Marketing

### GET IN TOUCH

Address: 3 Sto. Domingo St. Marisol Subd., Baragay Santolan Pasig City, Philippines, 1610  
Phone: (63) 908-894-6218  
Email: [info@conradvictorino.com](mailto:info@conradvictorino.com)  
Website: [www.conradvictorino.com](http://www.conradvictorino.com)

## CAREER HISTORY

### DIRECTOR, DIGITAL

**Universal McCann Philippines | Jun 2021 - present**

overseeing digital strategy, managing digital projects, leading a team of digital professionals, staying up-to-date with industry trends and technology advancements, analyzing data to measure the success of digital initiatives, and collaborating with other departments to ensure digital integration across the organization and its clients.

### BUSINESS UNIT HEAD / DIGITAL CLIENT LEAD

**Dentsu Aegis Network - iProspect Ph | May 2019 - Jun 2021**

- Provides effective management to organisation's business activities geared to drive strategic and financial growth
- Builds effective relationships with clients to maintain good revenue increase for the organization

### DIGITAL STRATEGY LEAD

**Universal McCann Philippines | Jun 2017 - May 2019**

- Create integrated and cost effective digital strategies
- Evaluate and implement improvements on digital strategy
- Research the latest digital tools and interactive trends

### DIGITAL MANAGER

**Mindshare | Jun 2015 - Jun 2017**

- Map out how digital assets will be optimised for business results
- Establish best practices in digital marketing for the agency and clients

### MEDIA CAMPAIGN MANAGER

**Google - DoubleClick | Oct 2013 - Jun 2015**

- Develop and maintain relationships with clients, technology partners, agencies and creative shops
- Assist with execution including launching, monitoring, analysing and communicating effective and ineffective areas of a campaign

### ACCOUNT MANAGER

**Post Ad Ventures Inc | Jun 2012 - Oct 2013**

- Develop marketing and branding strategies for various clients
- Over-all project management for various events handled by the company

## EDUCATION

### FAR EASTERN UNIVERSITY

**BS Major in Mass Communication, Graduated May 2011**

- 2nd Best Thesis - 5th Communication Research Colloquium 2011
- Best Print Ad - Advertising Excellence 2009
- Champion in Extemporaneous Speech - ORADEC 2011

## SOCIAL MEDIA



<https://www.linkedin.com/in/conradvictorino>



<https://www.instagram.com/conradvictorino>