



CONRAD VICTORINO

DIGITAL INNOVATOR

A BIT ABOUT ME

Currently the Business Unit Head of iProspect, the digital arm of Dentsu Aegis Network, he has a total of 8 years experience in the industry. He was previously the 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, and McDonalds.

RELATED SKILLS

- Strategic thinking
- Data analysis
- SEO
- Paid social advertising
- Social media marketing

GET IN TOUCH

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CAREER HISTORY

BUSINESS UNIT HEAD / DIGITAL CLIENT LEAD

Dentsu Aegis Network - iProspect Ph | May 2019 - present

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

DIGITAL STRATEGY LEAD

UM 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

- Develops and maintains relationships with clients, technology partners, agencies and creative shops
- Assists 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

- Develops 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>



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