**JOHN CONRAD A. VICTORINO**

**Address:** No. 3 Sto. Domingo St. Marisol Subd. Santolan, Pasig City

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**Website:** [www.conradvictorino.com](http://www.conradvictorino.com)

**OBJECTIVE**

To engage in a career that will allow for progress in terms of skills/expertise, socio-economic development, and innovation through exposure to new ideas for personal/professional growth, as well as growth of the company.

**WORK EXPERIENCE**

**MINDSHARE**

Position: **Digital Manager**

Job Description:

* Managing online campaigns and always on with non-biddable and biddable media.
* Media planning. Create media strategy to best meet digital objective for always on and campaigns.
* Create search strategy including keywords analysis and recommendations.
* Set up, monitor and optimize media campaigns on SEM, Facebook,YouTube, Twitter and all biddable media platform in general.
* Track conversion rates and media data, organize reports.

Accounts Handled: Closeup, Selecta Ice Cream, Magnum, Cornetto, Rexona, Dove Deo, Axe, Knorr, Lady's Choice, PureIt, Unilever Food Solutions

**GOOGLE DOUBLECLICK** - Cognizant Technology Solutions

Position: **Media Campaign Manager**

Job Description:

* Develops and maintain 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.
* Works effectively with a variety of internal teams, including Sales, Engineering, Product Management, and other Client Services teams.

Accounts Handled: Microsoft, Apple, Samsung, T-Mobile, Verizon, Kate Spade, Mc Donalds, Kate Spade

**POST AD VENTURES, INC.**

Position: **Account Manager**

Job Description:

* Meeting and liaising with clients to discuss and identify their advertising & events requirements.
* Coming up with campaigns and presenting the ideas and budget to the client.

Accounts Handled: Nissan Motor Philippines Inc., Lafarge Republic, Inc., Converygys, Global Savant Building Technologies, Mossimo Philippines, LG Electronics Philippines, Republ1c Wakepark, Camsur Watersports Complex, Holiday Inn & Suites Makati

**GLOBAL GUTZ PARKS INCORPORATED**

August 2010 – February 2012

Position: **Operations Manager**

Job Description:

* Acted as the Ad & PR Officer. Responsible in conducting market, product and company research.
* Responsible for ensuring that business operations are efficient and effective.

**AFFILIATIONS**

FEU ORADEC – PUBLIC SPEAKING CHAMBER

Oratorical and Debate Council

Description:

* The Oratorical and Debate Council (ORADEC) is the official, non-profit, university-wide student organization of the Far Eastern University that is committed to the pursuit of excellence in debate and public speaking.

TAMARAW VOLUNTEER

January 2007-present

MASS COMMUNICATION SOCIETY

**EDUCATIONAL ATTAINMENT**

COLLEGIATE LEVEL

**Bachelor of Arts Major in Mass Communication**

Far Eastern University

Department of Communication

Nicanor Reyes, Sampaloc Manila

June 2004-April 2011

HIGHSCHOOL LEVEL

**Sto. Thomas De Villanueva Parochial School**

Evangelista Ave., Santolan, Pasig City

June 1998-March 2002

ELEMENTARY LEVEL

**Santolan Elementary School**

Evangelista Ave., Santolan, Pasig City

June 1992-March 1998

**SEMINARS ATTENDED**

**Business Speech Training**

March 15, 2010

ORADEC

IABF Case Study Room

Far Eastern University

**Hosting and Audience Management**

February 24, 2010

ORADEC

IAS Conference Room

Far Eastern University

**iREPORT ’09**

March 07, 2009

Prof. William Espinosa

AB grounds, University Conference Center

Far Eastern University

**On PROBEation: A Film showing of cum dialogue with Cheche Lazaro and the Probe Team**

March 05, 2009

Generoso Pamittan

AB grounds, University Conference Center

Far Eastern University

**FILMMAKING SEMINAR**

January 22, 2009

Marilou Diaz Abaya

AB grounds, University Conference Center

Far Eastern University

**ADspeak’08**

February 08, 2008

Colegio De San Juan De Letran

**S.C.A.L.E**

(Skills and Competencies Advancement and Leadership Education Program)

January 18, 2008

Dr. Marcon R. Espino

FEU IN Multi-purpose Room

**AWARDS**

**2nd Best Thesis**– 5th Communication Research Colloquium: Search for the Best Thesis

**Champion in Extemporaneous Speech** – Far Eastern University 2010

**Best Print Ad** (Print Ad Category) - Tamaraw Awards 2009

**4th placer** (TV Ad Category) – Tamaraw Awards 2009

**6th Placer** (Radio Ad Category) – Tamaraw Awards 2009

**PERSONAL INFORMATION**

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| --- | --- |
| Date of Birth: | September 20, 1985 |
| Sex: | Male |
| Height: | 5’6” |
| Weight: | 115lbs |
| Civil status: | Single |
| Religion: | Roman Catholic |
| Languages: | English and Filipino |

**\*Character references & portfolio may be issued upon request**

