



CONRAD VICTORINO

EXECUTIVE PROFILE

Senior media and digital leader with a proven track record of driving business growth, stabilizing high-pressure accounts, and building high-performing teams. Currently Head of Digital at Universal McCann Philippines, leading some of the country's largest advertisers across fintech, retail, and real estate. Known for combining performance rigor with strategic storytelling, commercial discipline, and people-first leadership.

CORE LEADERSHIP STRENGTHS

- Integrated Media Strategy
- Growth & Business Development
- Creator & Culture Marketing
- Performance & Commerce Media
- Team Leadership & Talent Development
- Client & Stakeholder Management
- Data, Analytics & Measurement
- Omnichannel Ecosystem Design

ACHIEVEMENTS & RECOGNITION

- Head of Media appointment at DO Asia (2026)
- CEO Special Citation Award (2025)
- Inspiring Mentor Award (2025)
- IPG Mediabrands Most Valuable Player Award (2024)
- Led award-winning and business-driving campaigns across GCash, Department of Tourism, Ayala Land, H&M, BingoPlus, and other leading brands
- Built and led integrated teams across media, creators, performance, and growth disciplines

GET IN TOUCH

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PROFESSIONAL EXPERIENCE

HEAD OF MEDIA

DO Asia | Jun 2026 - Present

- Leading integrated media, creator, and growth solutions across APAC markets.
- Building a media practice that combines paid media, creators, events, commerce, and technology into unified growth ecosystems.
- Driving strategic planning and activation across programmatic, social, creator marketing, OOH, audio, and experiential channels.
- Partnering with brands across hospitality, gaming, FMCG, fintech, and lifestyle categories to deliver measurable business outcomes.
- Expanding agency capabilities through strategic partnerships, creator ecosystems, and emerging media opportunities.
- Leading media transformation initiatives and developing new growth products for the agency.

HEAD OF DIGITAL

Universal McCann Philippines | Jun 2021 - Present

- Led digital strategy and business growth for major accounts including GCash, Ayala Land, JS Unitrade, and H&M.
- Developed integrated media ecosystems across Meta, Google, commerce, and programmatic platforms.
- Led media transformation initiatives contributing to stronger business performance and client retention.
- Built high-performing teams and established best practices across planning, performance, and measurement.
- Introduced advanced reporting and optimization frameworks for enterprise clients.

BUSINESS UNIT HEAD / DIGITAL CLIENT LEAD

Dentsu Aegis Network - iProspect PH | May 2019 - Jun 2021

- Led business operations, digital strategy, and client leadership across multiple accounts.
- Delivered sustainable revenue growth through integrated and performance-driven media solutions.
- Built long-term client partnerships and improved account profitability.

DIGITAL STRATEGY LEAD

Universal McCann Philippines | Jun 2017 - May 2019

- Developed integrated digital frameworks to maximize media effectiveness and business impact
- Led campaign evaluation and optimization across platforms, improving performance outcomes for key clients

DIGITAL MANAGER

Mindshare | Jun 2015 - Jun 2017

- Managed end-to-end digital campaigns, from planning and activation to performance analysis
- Established digital best practices and optimization frameworks across accounts

MEDIA CAMPAIGN MANAGER

Google - DoubleClick | Oct 2013 - Jun 2015

- Partnered with agencies and advertisers to execute and optimize programmatic and display campaigns
- Provided strategic guidance on performance measurement and ad technology adoption

EDUCATION

FAR EASTERN UNIVERSITY

BS Major in Mass Communication, Graduated May 2011

- 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>