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For further information please contact **Jean Shaw** at jean@bershaw.com

or at

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FRANCIS N. DE LEON

Role	Country Manager
Location	Lions Park Residences, Sta. Ana Drive, Sun Valley, Parañaque City, NCR, Philippines 1700
Relocation	YES
Experience	<ul style="list-style-type: none"> ● Proven Leadership Experience: Over 20 years of leadership roles in marketing, communications, and operations, managing large teams across diverse sectors, including hospitality, branding, and corporate communications. ● Experience in Data-Driven Strategy: Led large-scale brand, marketing, and communications initiatives with a focus on metrics and measurable outcomes, aligning operational goals with business objectives. ● Cross-Functional Team Leadership: Extensive experience in collaborating across functions, including international teams in APAC and North America, fostering a culture of collaboration and innovation. ● Operational and Talent Management: Managed high-performance teams, developed talent strategies, and executed performance management and professional development initiatives. ● In-depth Knowledge of Philippine Market: Deep familiarity with local regulations, labor laws, and market dynamics, having worked in various senior roles across the Philippines. ● Stakeholder & Vendor Management: Strong stakeholder engagement skills, including vendor relationships and facilities management, ensuring operational continuity and success at scale.
Nationality	Filipino
Availability	30 days
Expected Salary	3500 USD/month plus relocation allowance, board/accommodation, etc
Contact Details	M: +63 917 8117724 E: francisdeleon8@gmail.com

BERSHAW SPECIAL NOTE:

The above candidate has confirmed they have not been introduced to this company or position by another agency or through direct contact. We have confirmation, stating that the above candidate would like to be represented by Bershaw. By accepting details of, interviewing or engaging an Applicant introduced by us, the Client is agreeing to be bound by Bershaw's standard Terms of Business unless otherwise agreed in writing. If this candidate is appointed within 12 months of our introduction (unless an alternative period has been agreed in writing), Bershaw's fee becomes payable.

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Parañaque City, NCR, Philippines 1700
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PROFESSIONAL EXPERIENCE

Nov 2023 - Current	BRAND & GROWTH STRATEGIST • DIGITAL & CONTENT MARKETER • UX/SEO COPYWRITER I specialize in crafting compelling brand narratives and designing digital experiences that engage audiences and deliver measurable results. With expertise in writing, content editing, and publishing high-quality, research-driven content, I ensure all deliverables align with a brand's voice and overarching business objectives. I collaborate with global teams across Asia-Pacific and North America, bringing an international perspective to creative projects. With experience across Tech, Finance, Enterprise, E-commerce, SaaS, Venture Capital, and Startups, I develop tailored solutions that drive engagement and foster brand growth. From developing strategic content plans and producing SEO-optimized articles to creating persuasive copy and managing social media campaigns, I combine creativity with fact-based research and data-driven insights to deliver impactful campaigns. Whether it's intuitive product websites, thought leadership pieces, or detailed case studies, I position clients as industry leaders while driving growth. Focused on collaboration, precision, and innovation, I empower brands to thrive in the ever-evolving digital landscape through impactful storytelling and strategic communications. Certifications: HubSpot Academy • SEMRush Academy
July 2018 - Current	CHIEF CONSULTANT, HOTEL BRANDS & PROJECT DEVELOPMENT (Consultancy) Chief hospitality consultant, adviser and Owner's Representative for hotel, resort and tourism development projects. Inspired to work with dynamic organizations where I can be creative and think out-of-the-box in providing effective business and marketing solutions. Key integrated services: Branding; Project Development; Hotel Operations and People Management; Training and Talent Development; Marketing Communications and Public Relations; Strategic Business Development.
March 2019 - Dec 2024	CONTENT CREATOR & WRITER (Contributor) Online content creator, editor and writer for US-based websites: Luxury Hotel Reviews, True Activist, Awesome Jelly. Ensures that articles comply with set guidelines and SEO best practices in order to achieve a wider readership and increase site visits.
May 2016 - June 2018	EXECUTIVE VICE PRESIDENT, MAXX HOTEL PHILIPPINES CORPORATION One of the founding board members of Maxx Hotel Philippines Corporation, operator of a new lifestyle business hotel concept - Maxx Hotels. Leads a team of multi-dynamic hotel professionals in executing an effective, high cost-performance, and value driven hotel brand as SVP for Hotel Operations and General Manager of properties on pre-opening or opening phase and in the development pipeline.
July 2015- Aug 2016	LIFESTYLE & SOCIETY COLUMNIST, THE MANILA STANDARD (Contributor) Lifestyle, events, and society columnist in one of the leading newspapers in the country. #InTheMoment is a Sunday column with online and print versions in the life section of The Standard newspaper.
March 2015- April 2016	DIRECTOR OF CORPORATE COMMUNICATIONS Established the strategic business communications unit of Earth and Shore Leisure Communities to activate brand strategies and activities for various projects. Integrated services: Branding and Events Planning; Advertising and Media Planning; Internal Communications & Development; Media Relations.
Sept 2013- Jan 2015	DIRECTOR OF MARKETING & COMMUNICATIONS, MARCO POLO ORTIGAS MANILA Designed and implemented an effective communications and strategic awareness campaign for the hotel and to align its strategic programs with a consistent and effective brand expressions across Rooms, Meetings & Banquets, and Food & Beverage which includes its four (4) signature outlets. Key achievements: Generated YTD (as of Dec 2014) media values of 99.2 million, media relations, outdoor, advertising campaigns, grand launch sponsorship amounting to Php 2 Million in cash and 300,000 in product support. Conceptualized, organized and spearheaded the very successful and historic grand launch of the hotel entitled, Voyage. Launched MPMDining website with an interactive social media feature to promote F&B. Invited on July 2014 as the special guest speaker during the Sales & Marketing Conference of Marco Polo Hotels in Shenzhen, China on the topic: "Harnessing the Power of Social Media, The Marco Polo Way"- a speaking engagement to share the success of the hotel in marketing and best practices in social media to our regional Sales & Marketing colleagues. Awards: Certificate of Appreciation for spearheading the successful Hotel Grand Launch that was attended by H.E President Benigno Aquino III as Guest-of-Honor and keynote speaker; Special Commendation by the VP of Sales & Marketing of Marco Polo Hotels for my notable achievements in championing the Marco Polo brand's ethos in marketing and communications.

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March 2012- August 2013	MARKETING & COMMUNICATIONS DIRECTOR, CRIMSON HOTEL FILINVEST CITY, MANILA Member of the pre-opening team and in-charge in planning and to effectively execute a successful marketing and media campaign for the hotel. Cited for my pivotal role in the astounding success of the hotel's grand launch on March 2013. Successfully organized PR and Marketing activities such as press conferences, the sold-out Valentine concert "Love Matters", Diplomatic Night and the Crimson Southern Ball. KPIs: Generated total media value of 30 million for the period November 2012 to August 2013; total sponsorship and tickets sales of 2 million with incremental revenue for F&B of 230K during the Valentine concert; conceptualized the hotel's Charity Tree that has generated funds for various beneficiaries.
	CORPORATE DIRECTOR, BRAND MARKETING AND COMMUNICATIONS FILARCIPELAGO HOSPITALITY, INC. (FHI) Appointed by FHI, the hotel management arm of the Filinvest Group, to head brand marketing and communications across all properties at present and in the development pipeline. Recognized for establishing the PR and Communications standards and best practices being implemented in all properties of FHI. Responsible for enhancing the Crimson brand identity and creating the Graphics Standards Manual for the hotel brand. Key achievements: Successfully launched Quest Hotel Cebu on September 2012 and strengthening media relations for the hotel brands.
May 2007- Feb 2012	MARKETING & PUBLIC RELATIONS MANAGER (promotion effective July 2011) Appointed by hotel management to assume dual roles as the public relations and marketing head of InterContinental Manila. Recognized and cited for my pivotal role in successfully activating various regional and local programs for the hotel to generate incremental revenues.
	MARKETING SERVICES MANAGER, INTERCONTINENTAL MANILA Responsible and in-charge of tactical marketing, public relations and brand communication strategies that includes print, radio, TV and online/digital platforms to directly support Room Sales, Meetings & Events, and F&B (Prince Albert, Jeepney Café, etc.) to achieve revenue targets and maximize profitability of the InterContinental Manila – Makati City's iconic 5-star hotel.
Mar 2005- Mar 2007	MARKETING COMMUNICATIONS MANAGER, DUSIT HOTEL NIKKO In-charge of the 5-star hotel's marketing, events, communications and public relations programs. Provides publicity and promotions support for various special events of Sales & Marketing, Banquet Sales, F&B Department and other programs of the hotel to maximize revenues. Awarded: MVP for May 2005 (Employee of the Month)
Feb 2003- Mar 2005	MEMBERSHIP, PR AND COMMUNICATIONS MANAGER (promotion effective October 2004) MEMBERSHIP MANAGER, CLUB PUNTA FUEGO, INC. (promotion effective Feb 2004) MARKETING & COMMUNICATIONS OFFICER, BARCELÓ HOTELS AND RESORTS- ASIA PACIFIC In-charge in providing the properties managed by the FilBarcelo Group with effective marketing strategies that include advertising, public relations, printed literature and collateral materials. Responsible for all promotional and marketing activities and events. Promoted to a managerial role for Punta Fuego's exclusive members-only club.
Nov 2001- Feb 2003	INTERNAL RELATIONS SPECIALIST, AMANPULO Leads the luxury resort's special programs and signature events. Spearhead activities designed for the resort's high-profile guests and management programs for employee engagement. Ensures that its programs for external and internal customers conform to the world-renowned quality and standards of the Aman Group.
May 2001- Nov 2001	MARKETING COMMUNICATIONS OFFICER, WATERFRONT PHILIPPINES, INC. Responsible for the tri-media requirements and effective implementation of marketing programs and sales promotional activities of Waterfront Hotels and Casinos' hotel chain in Cebu City, Mactan Island, and Davao City.
Aug 1999- May 2001	MARKETING ASSISTANT, CLUB NOAH (EL NIDO RESORTS) Extensive tasks and responsibilities for the Marketing Communications and Sales promotions of the high-end Club Noah Resort- Palawan.

EDUCATION

March 2001- May 2001	CENTER FOR CULINARY ARTS, MANILA Continuing Education Program
1994-1997	DE LA SALLE UNIVERSITY Bachelor of Arts degree in International Relations, major in European Studies, October 1997 Dean's Honors List: 1st Term, SY 1995-1996; 1st Term, SY 1996-1997

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1990-1994	OUR LORD'S GRACE MONTESSORI High School Diploma, March 1994. Honorable Mention Awards: Academic Excellence, 1991; Certificate of Merit-Outstanding Student Leader, 1992; Declamation Contest Winner, 1991; Best Actor Award (Speechfest '92); Best Performance by an Actor (Speechfest '93)
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COURSES AND SEMINARS ATTENDED AND ORGANIZED

Apr 2025	SEO CERTIFICATION COURSE, HubSpot Academy
Mar 2025	CRAFTING A WINNING SEO STRATEGY: A Guide for In-House Marketers, SEMRush Academy
Feb 2025	CONTENT MARKETING CERTIFICATION COURSE: Grow Better with Content, HubSpot Academy
Feb 2025	GEN Z IN THE SPOTLIGHT: Audiences to watch in 2025 (GWI)
Jan 2025	MASTER YOUR BRAND VOICE WORKSHOP, SEMRush Academy
Jan 2025	SEO and WRITING TRAFFIC-GENERATING CONTENT, SEMRush Academy
Jan 2025	DIGITAL MARKETING + CONTENT STRATEGY Course, SEMRush Academy
Oct 2023	PATA INNOVATION: Analyzing Sustainable Transformations, Digitalization and Luxury Travel
Sept 2023	INFLUENCER MARKETING AND USER-GENERATED CONTENT, PATA WEBINAR
Sept 2023	DIRECT BOOKING DOMINATION: Unleashing the hottest digital marketing trends for hoteliers
May 2023	PATA Webinar: SUSTAINABILITY IN THE PACIFIC
April 2023	PATA INNOVATION SERIES: Digital Marketing for Business, PATA HQ
Feb 2022	MASTERCLASS 2: REVENUE MANAGEMENT AND DYNAMIC PRICING, Staah Max
Nov 2021	ONLINE CHANNEL MANAGEMENT MASTERCLASS: How to Optimize your Set-up, Staah Max
Oct 2021	HOSPI-TECH ASSESSMENT: Is Technology a Cost Center or a Profit Center? STAAH
Oct 2021	#TRENDJACKING: The Art and Science of Bolstering Brand Relevance, ISENTIA
Oct 2021	GOOGLE FREE LISTING: Are you ready? GOOGLE and STAAH
Oct 2021	REIMAGINING REVENUE MANAGEMENT, MYCLOUD HOSPITALITY
Aug 2021	THE BIG REBOUND - SURVIVAL, REVIVAL AND ARRIVAL ACROSS ASIA, STAAH
May 2021	CONQUERING TOURISM AND THE ROLE OF DIGITAL TRANSFORMATION, STAAH
Feb 2020	FACILITATOR/TRAINER, BRINGING THE AMARA BRAND EXPERIENCE TO LIFE
July 2018	FACILITATOR/TRAINER, ELEVATE: A WORKSHOP ON BRAND "TRANSFORMATION"
Nov 2017	LIVE FULL, DIE EMPTY: CONFERENCE ON PASSION, PRODUCTIVITY, AND PURPOSE
May 2017	FACILITATOR/TRAINER, ELEVATE: SERVICE TO THE MAXX
Aug 2015	FACILITATOR/SPEAKER, BRAND WORKSHOP, CAMAYA COAST
July 2014	ENCOUNTER, EXPLORE, ENERGIZE, THE MARCO POLO WAY 2014 (Regional Conference, MP Shenzhen); Invited as speaker on Brand Marketing and Communications for our S&M leaders.

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Nov 2013	THE MARCO POLO WAY, MARCO POLO HOTELS HK CORPORATE OFFICE
Sept 2013	BUSINESS BEYOND BORDERS, 11 TH MAP INTERNATIONAL CEO CONFERENCE
Jan 2013	BEST GLOBAL BRANDS SEMINAR, INTERBRAND
Mar 2012	BRAND WORKSHOP, THE BRAND COMPANY
Sept 2011	FIT FOR THE FUTURE WORKSHOP, IHG REGIONAL (SEA and AUSTRALASIA)
Jun 2011	UPGRADING CUSTOMER EXPERIENCE, HOSPITALITY INDUSTRY SOLUTIONS FORUM
Mar 2011	IHG BOOKING CHANNEL AND LOYALTY WORKSHOP, IHG BOOKED SOLID TOUR
Jan 2011 to Feb 2011	THE DIGITAL MARKETING PLAN, CERTIFIED DIGITAL MARKETER PROGRAM, ATENEO DE MANILA UNIVERSITY AND INTERNET AND MOBILE MARKETING ASSOCIATION OF THE PHILIPPINES (IMMAP)
Oct 2010	MARKETING AS AN ENGINE FOR GROWTH AND PROFITABILITY, PHILIPPINE MARKETING ASSOCIATION (PMA), INTERCONTINENTAL MANILA
Jan 2010	MEASURING MEDIA ROI, MEDIA BANK
April 2007	THE ART OF FOOD STYLING & PRESENTATION BY: DOLORES CUSTER, ABS-CBN PUBLISHING
Nov 2006	REVENUE MANAGEMENT AND GLOBAL DISTRIBUTION SYSTEM TRAINING, DHN
Nov 2006	RISK MANAGEMENT AWARENESS PROGRAM, DUSIT HOTEL NIKKO
Aug 2003	INTEGRATED MARKETING COMMUNICATIONS: NON-TRADITIONAL APPROACH TO MARKETING COMMUNICATIONS, PMA, Inc. -ASIAN INSTITUTE OF MANAGEMENT
Apr 2002	WINE TRAINING SEMINAR, WERDENBERG INTERNATIONAL-AMANPULO
Jan 2002	MANAGEMENT SEMINAR and SUPERVISOR'S TRAINING, AMANPULO RESORT/HOTEL
Nov 2001	QUALITY AND SERVICE STANDARDS SEMINAR, AMANPULO RESORT/HOTEL

SPECIAL INTERESTS AND ACTIVITIES

Since Jan 2013	VOLUNTEER/MEMBER, ANGELS TO STREET KIDS (ASK ANGELS NETWORK)
Oct 2010	PUBLIC RELATIONS/SECRETARY, AYALA BUSINESS CLUB (ABC CENTRAL)
Dec 2002	CERTIFIED ADVANCED SCUBA DIVER, PADI ADVANCED DIVING COURSE
Nov 2002	ADVENTURE NIGHT DIVER, PADI ADVENTURES IN DIVING ELECTIVE COURSE
Mar 1998	CERTIFIED SCUBA DIVER, NAUI OPEN WATER DIVING CERTIFICATION COURSE

PERSONAL BACKGROUND

Born on 15 August 1977 in Manila, Philippines. Proficient in both English and Filipino. Knowledgeable on the internet, social media, digital marketing, SEO and SEM, and various online applications. Special skills in public relations, branding, revenue management, organizing corporate events, trade shows, special activities and events management; facilitating corporate/group incentives and seminars, press conference/media launch; product development, conceptualizing advertising design and collateral materials, copywriting, food styling; and programs management. Interest: charitable activities, reading literature and magazines, creative writing, watching films and stage plays/musicals, content creation/writing, visual arts and crafts, culinary arts, health/wellness programs and physical fitness, yoga-pilates, swimming, scuba diving, enjoys traveling and nature trips. Resilient, purposeful, hardworking, creative.

REFERENCES

Available upon request.