

katrina c. surla

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Skilled in campaign development, Client-Agency and personal relations, and time management, I have a good three-year experience handling various brands. From face and skin care to fashion, and real estate, I manage daily communications making sure Agency and Client objectives and expectations are met in time. Aside from business growth, I am equally interested in leadership growth where I can share my work experience and learn at the same time.

brands handled

Toyota Corolla Altis
Skinwhite Whitening Lotion
Maxi-Peel Zero
Maxi-Peel Exfoliant Solutions
Philippine National Bank
Mislatel

SM Development Corporation
SM City North Edsa
Sosro Fruit Tea
Motortrade Nationwide Corporation
Angeles University Foundation
Hirna Mobility Solutions

work

ideasxmachina advertising, inc.: a member of hakuhodo

2016 - PRESENT

account manager

2018 - PRESENT

- Successfully acquired SkinWhite brand through account management
- Officially a management committee member
- Account lead for beauty brands specifically Splash brands (SkinWhite, Maxi-Peel Zero, Maxi-Peel Exfoliants, Maxi-Peel Sun Protection Cream, Moisturising Cream, and Concealing Cream)
- Now handling third telco: Mislatel

account executive

2017 - 2018

- Highest account profit by end of year 2018

jr. account executive

2016 - 2017

- Pitch team that handled won-accounts for Alaska Milk Corporation, Splash Corporation - Maxi-Peel Zero, Toyota Corolla Altis, Philippine National Bank Credit Cards, Bayani Brew, and Hirna Mobility Solutions
- Rookie of the Year nominee

estima inc.

2015 - 2016

intern

feu advocate

2012 - 2015

feature writer

education

far eastern university - manila college of BA in communication

magna cum laude • academic scholar

2012 - 2016

college of holy spirit - tarlac grade school to secondary education

2002 - 2012

