

KAREN KIMBERLY LUNAR

MARKETING MANAGER

PERSONAL PROFILE

Highly motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

CONTACT

1863 Maria Orosa St.
Malate, Manila

lunar.karenkimberly@gmail.com

0917-7751465

EDUCATION

St Paul University Manila
BS Hotel and Restaurant
Management major in
Culinary Arts

2010-2014

SKILLS

- Exceptional interpersonal communication and digital marketing skills
- Can adapt well in a team environment, but can work independently as well
- The ability to work under pressure and multi-task
- The ability to follow instructions and deliver quality results
- Successful planning and coordination of events

WORK EXPERIENCE

Megaworld Corporation: PR & Media Affairs, Digital Community Manager

AUG 2018 - PRESENT

- Responsible in Customer Relations in all Social Media Platforms
- Managing and growing the company's presence through Social Media Platforms
- Assisting in creating strategic marketing, communications plans and events management.
- Forwarding and Endorsing Leads to different Marketing group
- Using analytics and other measurement tools to provide reports on metrics, and continually find ways to improve through testing and new initiatives

Sugar Factory, Manila: Events & Marketing Manager

OCTOBER 2016-JULY 2018

- Drive strategic plan and execute marketing initiatives for new projects, menu changes, special menu and branding campaigns
- Conduct regular research analysis of existing and new digital marketing platforms to determine effectiveness
- Manage advertising and partnership development with other establishments that will help the company increase sales and awareness
- Manage operational and administrative functions to ensure specific projects are delivered efficiently
- Communicating with clients, potential partners and handling all Events from contracts to operations

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WORK EXPERIENCE

Philippine Pastries, Inc. (Bizu Groupe): Operations Coordinator

MARCH 2015 - SEPTEMBER 2016

- Oversee daily operations in all Bizu Groupe outlets
- Monitor restaurant sales, ensure that outlets meet their target sales quota
- Coordinate with different departments of the company to assure that all concerns of the outlets are well provided
- Support and assist Marketing in all their projects and campaigns
- Evaluating the effectiveness of all Marketing activities, implement SOP for all the outlets
- Provide trainings for the Restaurant Operations department
- Perform other duties assigned

CHARACTER REFERENCE

Available upon request.