

DECIREE FRANCE P. DOMANICO

09626478951 • decireedomanico1@gmail.com • Cavite, Philippines • [LinkedIn](#) • [Web Portfolio](#)

SUMMARY

Business Administration graduate with strong skills in Excel, SQL, and Power BI developed through independent learning and hands-on projects. Experienced in data management, process optimization, and client coordination through marketing internships and freelance work, including e-commerce optimization and performance tracking. Customer-focused, organized, and analytical, eager to contribute strong problem-solving and technical skills to entry-level roles in data analytics, marketing, or business operations.

WORK EXPERIENCE

Marketing Intern, Bellahbeatrix Cosmetics Product Trading	Jan 2023 - Present
<ul style="list-style-type: none">Provided reliable customer support by handling order processing, tracking shipments, and organizing receipts and records using Microsoft Excel, ensuring client satisfaction and smooth operations.Led the development of branding strategies and digital content for more than 15 clients, ensuring alignment with current market trends. Produced over 20+ videos and graphics optimized with keywords to improve search engine visibility and online presence.Managed Facebook Ad campaigns that increased post engagement by 60% and successfully drove higher traffic to client pages, demonstrating strong skills in paid advertising.	

PROJECTS

E-Commerce Marketing Analytics Dashboard | Data Analytics Project | [Link](#)

- Analyzed key marketing KPIs, including customer engagement, conversion rate, and customer ratings, to identify performance gaps and business issues.
- Used SQL / MS SQL Server to extract and query marketing and customer data for analysis and reporting.
- Performed data cleaning and feature creation to improve data quality and support accurate insights.
- Built an interactive Power BI dashboard to visualize trends, track product performance, and support marketing decision-making.

Executive Sales Dashboard | Data Analytics Project | [Link](#)

- Built an interactive Power BI dashboard to analyze multi-year sales performance, customer segmentation, and product category trends.
- Designed visualizations to identify top-performing customers and analyze sales trends and product performance, providing a clear view of key business metrics for decision-making.
- Enabled data-driven decision-making by visualizing KPIs, allowing for quick identification of top-performing products and sales trends.

Mobile Gamer Hub | Data Analysis Project | [Link](#)

- Utilized Google Analytics, Google Search Console, and ad network dashboards for data aggregation.
- Conducted competitor and comparative analysis specifically on CPM and revenue metrics to determine network efficacy.
- Applied web development skills and platform management (GitHub Pages, DNS) to create a stable data collection environment.

EDUCATION

Cavite State University – Trece Campus

Trece Martires City, Cavite
September 2025

Bachelor of Science in Business Administration Major in Marketing Management | Cum Laude, GPA 1.566

TRAINING I ATTENDED

- On-the-job training, Bellahbeatrix Cosmetics Product Trading, June 2025

ADDITIONAL INFORMATION

- Skills & Tools: Excel (Advanced), SQL (MSSQL), Power BI, Google Analytics, Microsoft 365, Github, Canva, CapCut
- Core Skills: Problem-solving, Attention to detail, Process improvement, Time management
- Languages: English, Filipino (Native)