DECIREE FRANCE P. DOMANICO

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SUMMARY

Detail-oriented 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**

- 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**
Bachelor of Science in Business Administration Major in Marketing   **September 2025**
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, VS Code, Canva, CapCut
- Core Skills: Problem-solving, Attention to detail, Process improvement, Time management
- Languages: English, Filipino (Native)