

Deciree France P. Domanico

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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, with a strong eagerness to contribute problem-solving and technical skills in an entry-level role.

Project

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

- 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.
- Built an interactive Power BI dashboard to visualize trends, track product performance, and support marketing decision-making.

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

- Built an interactive Power BI dashboard analyzing multi-year sales performance, customer segmentation, and product trends to identify top customers and track key business KPIs.
- Used online datasets, cleaned and organized data using SQL, and prepared tables for reporting and analysis.

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

- Built a website using SEO strategies, tracked CPM and revenue, and adjusted marketing strategies based on performance data.
- Applied web development skills and platform management (GitHub Pages, DNS) to deploy a stable website environment and implement Google Analytics for tracking and data collection.

Experience

Bellahbeatrix Cosmetics Product Trading Marketing Intern

General Trias, Cavite
Feb 2025 – June 2025

- 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.

E-Commerce Graphic Designer

September 2022 – December 2022

- I developed design strategies based on international trend research and keyword research (using Google Keyword Planner, and Microsoft Excel) to ensure maximum alignment with e-commerce customer traits and behaviors.
- Created 159+ unique, market-ready T-shirt and hoodie designs optimized for Redbubble's platform to maximize visibility and sales potential.
- Utilized digital design tools to produce visually appealing, print-ready graphics tailored to niche audiences and seasonal trends.

Education

Cavite State University – Trece Campus

Bachelor of Science in Business Administration Major in Marketing Management

Cum Laude, GPA 1.566

Consistent dean's lister, 2021–2025

Thesis "Effect of Traffic Congestion to the Customer Experience Towards On-Demand Delivery Services"

Trece Martires City, Cavite

Sept 2025

Training I Attended

- On-the-job training, Bellahbeatrix Cosmetics Product Trading, June 2025
- Academy of Innovative Salespreneurship and Leadership Excellence, Green Circle Realty, July 2024

Certificates

- SEO Strategy 2025
- Certificate of Achievement in Fundamentals of Financial Services
- Enhancing Digital Marketing Performance through Insights from Behavioral Science
- Business Ethics Micro-Enterprise Management
- Secured 3rd Place in Product Exhibit, Entrepreneur Day, 2023
- Received Outstanding Performance Award, Retail Management, 2023

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