

# Deciree France P. Domanico

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## SUMMARY

Skilled in Excel, SQL, and Power BI through self-study and practical projects, with experience in data management, process optimization, and e-commerce performance tracking from marketing internships and freelance work. Analytical, organized, and customer-focused, with a solid foundation in Business Administration.

## SKILLS

**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

## EXPERIENCE

**Marketing Intern** | Bellahbeatrix Cosmetics Product Trading | February – June 2025 | General Trias, Cavite

- 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.

**Graphic Designer** | Redbubble | September – December 2022 | Trece Martires City, Cavite

- 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.

## PROJECT

**E-Commerce Marketing Analytics Dashboard | SQL, PowerBI & Excel**

- Analyzed marketing KPIs like engagement, conversion rates, and ratings using SQL/MS SQL Server to identify gaps, and built Power BI dashboards for trend visualization and decision support.

**Executive Sales Dashboard | SQL, PowerBI & Excel**

- Built an interactive Power BI dashboard analyzing multi-year sales, customer segmentation, and product trends to identify top customers and track KPIs, using SQL to clean and structure online datasets for reporting.

## EDUCATION

**Bachelor of Science in Business Administration Major in Marketing Management**

Cavite State University – Trece Campus | Cum Laude | GPA 1.6 | Consistent Dean's Lister

## Certifications

- Secured 3rd Place, Product Exhibit – Entrepreneur Day, 2023
- Outstanding Performance Award, Retail Management, 2023

## Training

**On-the-job training in Bellahbeatrix Cosmetics Product Trading** | February – June 2025

## Additional

Web Portfolio : [Link](#)