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 performance, customer segmentation, and product trends to identify top customers and track key KPIs, utilizing SQL to clean and organize online datasets for reporting and analysis.

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 | June 2023
Outstanding Performance Award, Retail Management | July 2023

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

Additional

Web Portfolio : Link