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

WORK EXPERIENCE

Marketing Intern, Bellahbeatrix Cosmetics Product Trading
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.

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.
- 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 analyzing multi-year sales performance, customer segmentation, and product trends to identify top customers and track key business KPIs.
- Performed ETL using SQL by extracting raw data, cleaning and transforming datasets, and preparing structured tables for reporting and analysis.

Mobile Gamer Hub | Data Analysis Project | Link
- 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.

EDUCATION

Trece Martires City, Cavite
September 2025

Cavite State University – Trece Campus

Bachelor of Science in Business Administration Major in Marketing Management
Cum Laude, GPA 1.566
Thesis "Effect of Traffic Congestion to the Customer Experience Towards On-Demand Delivery Services

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)