

# katrina c. surla

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Skilled in campaign development, Client-Agency and personal relations, and time management, I have a good three-year experience handling various brands. From face and skin care to fashion, and real estate, I manage daily communications making sure Agency and Client objectives and expectations are met in time. Aside from business growth, I am equally interested in leadership growth where I can share my work experience and learn at the same time.

## brands handled

Toyota Corolla Altis  
Skinwhite Whitening Lotion  
Maxi-Peel Zero  
Maxi-Peel Exfoliant Solutions  
Philippine National Bank  
Mislattel

SM Development Corporation  
SM City North Edsa  
Sosro Fruit Tea  
Motortrade Nationwide Corporation  
Angeles University Foundation  
Hirna Mobility Solutions

## work

### ideasxmachina advertising, inc.: a member of hakuhodo

2016 - PRESENT

#### account manager

2018 - PRESENT

- Successfully acquired SkinWhite brand through account management
- Officially a management committee member
- Account lead for beauty brands specifically Splash brands (SkinWhite, Maxi-Peel Zero, Maxi-Peel Exfoliants, Maxi-Peel Sun Protection Cream, Moisturising Cream, and Concealing Cream)
- Now handling third telco: Mislattel

#### account executive

2017 - 2018

- Highest account profit by end of year 2018

#### jr. account executive

2016 - 2017

- Pitch team that handled won-accounts for Alaska Milk Corporation, Splash Corporation - Maxi-Peel Zero, Toyota Corolla Altis, Philippine National Bank Credit Cards, Bayani Brew, and Hirna Mobility Solutions
- Rookie of the Year nominee

#### estima inc. intern

2015 - 2016

#### feu advocate feature writer

2012 - 2015

## education

far eastern university - manila  
college of BA in communication  
magna cum laude • academic scholar

2012 - 2016

college of holy spirit - tarlac  
grade school to secondary education

2002 - 2012

