

JASON NADONGA

E-commerce Specialist | Marketing Assistant

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PROFESSIONAL SUMMARY

Results-driven Marketer with hands-on experience in e-commerce operations, social media marketing, and influencer marketing across Shopee, Lazada, TikTok Shop, and Shopify. Proven ability to manage multi-brand campaigns, coordinate cross-functional teams, and support end-to-end marketing execution in fast-paced environments. Strong background in campaign planning, content coordination, and brand operations for high-growth consumer brands.

PROFESSIONAL EXPERIENCE

E-commerce Specialist | Marketing Assistant

Pierson Corporation / Airwheel, Alpha Lifestyle, Tigernu, Mcdodo, Coalax — Quezon City, Philippines

June 2024 – Present

- Manage end-to-end e-commerce operations across Shopee, Lazada, TikTok Shop, and Shopify, overseeing promotions, pricing, inventory, and product listings for 400+ SKUs across multiple brands.
- Support campaign planning and execution for monthly platform sales, coordinating closely with operations, logistics, and finance teams to ensure smooth rollouts.
- Plan and execute social media content strategies, developing monthly content calendars and coordinating with designers and creators for Facebook, Instagram, and TikTok.
- Handle influencer and KOL collaborations, including sourcing, negotiation, deliverable management, and performance tracking to support product launches and brand campaigns.
- Assist in campaign shoots and brand activations by developing concepts, coordinating talents, and supervising third-party production teams.
- Collaborate cross-functionally with sales, design, logistics, and customer service teams to ensure alignment and timely execution of marketing initiatives.

Marketing Intern

Pierson Corporation / Airwheel, Alpha Lifestyle, Tigernu, Mcdodo — Quezon City, Philippines

February 2024 – June 2024 (600 hours)

- Assisted in marketing operations across multiple brands, supporting campaign research, e-commerce tasks, and administrative coordination.
- Supported social media content preparation and e-commerce store management across major platforms.
- Demonstrated strong performance, adaptability, and work ethic, leading to immediate absorption as a full-time Marketing Assistant.

EDUCATION

Polytechnic University of the Philippines, Sta. Mesa Manila, 2020 - 2024

- Bachelor of Science in Business Administration Major in Marketing Management
- Magna Cum Laude

KEY SKILLS

- E-commerce Operations (Shopee, Lazada, TikTok Shop, Shopify)
- Social Media & Content Marketing
- Influencer & KOL Marketing
- Campaign Planning & Execution
- Cross-Functional Collaboration
- Brand Activations & Events Support
- Customer Service & After-Sales Coordination

References available upon request.