

To: All Department Heads

From: Marketing Team

Re: **Marketing Team Updated Directory**

Date: April 26, 2023

As part of our commitment to better serve you and streamline our operations, we have updated the Marketing directory. This is to assist all the departments to identify the appropriate team member to contact and escalate concern for proper actions.

Section / Role	Team Member	Contact Number	Email Address
PR & Promotions <ul style="list-style-type: none"> Implementation of offline promotions, partnership & other activities to generate walk-in. Requests for collateral for awareness and other PR activities. 	Colleen Marguerite V. Veloso <i>Senior PR & Promotions</i>	0917-795-7460	sophia.cmveloso@gmail.com
Online Marketing <ul style="list-style-type: none"> Implementation of online promotions (social media, website) Social media content creation & boosting 	Hannah Marie P. Alvarez <i>Senior Online Marketing</i>	0917-894-6177	sophia.hmalvarez@gmail.com
<ul style="list-style-type: none"> Updating of items & inventory on the website Social Media inquiries 	Jhenny C. Ledesma <i>Online Admin</i>	0926-1777-992	onlinemarketingadmin@teamtngc.com
Creatives <ul style="list-style-type: none"> Visual concepts/lay-out designs/videos for collaterals & other marketing materials 	Mary Paula C. Villanueva <i>Senior Graphic Designer</i>	0917-632-0194	sophia.mpcvillanueva@gmail.com
Visual Merchandising <ul style="list-style-type: none"> Requests for VM materials, & packaging materials such as jewelry boxes, paper bags. 	Mercedes T. Francisco <i>Senior Visual Merchandiser</i>	0917-710-4134	sophia.mtfrancisco@gmail.com

Admin <ul style="list-style-type: none"> • Monitors collateral inventory & other marketing supplies • Distribution of collaterals to all stores • CRM Text blasts 	Mylene A. Pagulayan <i>Marketing Admin Staff</i>	0917-317-0911	marketingadmin@sophiajewellery.com
Marketing Head	Darlyn D. Espiritu	0917-523-6860	sophia.ddespiritu@gmail.com

You may also contact the Marketing team on our telephone number 991-29-56. In case the marketing team member is absent, you may approach M' Colleen Veloso to assist you with your concerns.

Please furnish me a copy (CC) of all emails sent to Marketing to ensure all concerns will be addressed properly and timely.

Please be guided accordingly.



Darlyn D. Espiritu
Marketing Director