

## WORK HISTORY

### Ampjar Inc.

Growth Marketing Support  
September 2019 - Present

- Spearhead research and prospecting of leads using software tools to look for brand owner contacts details for Melbourne-based B2B SaaS company, Ampjar Inc.
- Developed series of cold emails regarding the Ampjar community and fast email features
- Regularly engage with current Ampjar followers/users from Australia, USA & Canada using Instagram
- Direct Message potential Ampjar users about Ampjar features using Instagram

### El Rio y Mar Resort

Public Relations Officer/ Front Desk Officer/ Events Coordinator  
February 2018 - July 2019

- Responsible for using Instagram to answer resort inquiries, engage with previous resort guests, and create posts to help potential guests understand how the resort looks like
- In charge of using all resort social media platforms to connect with previous guests and potential guests and answer resort inquiries
- Conducted resort orientations for new guests (in English & Japanese) and act as the resort host
- Regularly check online booking platforms such as Agoda, Trip Advisor to read through guest reviews and resolve issues as a team
- Managed different departments in the resort to present a number of entertainment productions and hosted events and weddings.

### Yuno Japanese Learning Center

Japanese Language Instructor  
October 2016 - February 2018

- Instruct the basics of Japanese to Filipino students (age ranges between 7 - 65 years old)
- Device lesson plans for every class and how they can learn faster
- Research on language teaching trends, especially with Japanese

### Rarejob Philippines Inc.

Voice Artist  
April 2016 - February 2018

- Record English articles which are then uploaded online; recordings are downloaded by Japanese students and are used as reference to proper English pronunciation, articulation, etc.
- Fact check articles to make sure information written by company writer are correct

### Global Visions Events and Marketing

Copywriter/ Account Executive  
June 2015 - December 2015

- Conceptualized program flows and event layout of various Filipino companies
- Attend meetings with Nestle Philippines regarding designs conceptualizations
- Won the agency Php 20 Million worth for Nestle Philippines P.O.P and P.O.S. design concepts



# MARIA UMALI

**DIGITAL MARKETING,  
PUBLIC RELATIONS &  
GUEST  
SERVICES/RELATIONS**

## PROFILE SUMMARY

I am an AB Communication Arts degree holder with a background in B2B SaaS Digital Marketing, Public Relations & Hospitality Services/Hotel Guest Services

## EDUCATION

**The University of Santo Tomas**

A.B. Communication Arts  
June 2011 - May 2015

## CONTACT DETAILS

Mobile: +639176252162  
Email: [mariiaumalii@gmail.com](mailto:mariiaumalii@gmail.com)  
Website: <https://mariaumali.github.io/About-Maria>

## OTHER INFORMATION

Address: #4 Aynor Street, North Fairview Park Subdivision, Quezon City, PH  
D.O.B.: May 24, 1994

## INTERNSHIP

### GMA TELEVISION NETWORK INC.

Junior Researcher  
April 2014 - June 2014

- Did research online and on telephone about key point persons for interview/ contact regarding current issues and other issues not tackled on national television with investigative magazine show "Reporter's Notebook"
- Did brainstorming with the Reporter's Notebook team about weekly episodes and made sure to read newspapers and other sources of news to look for different story angles
- Assisted executive producer with daily tasks



# MARIA UMALI

**DIGITAL MARKETING,  
PUBLIC RELATIONS &  
GUEST  
SERVICES/RELATIONS**

## SKILLS & ATTRIBUTES

- Native proficiency skills in English and Filipino
- Conversational Japanese skills
- Excellent interpersonal communication skills
- Has the ability to work under pressure with minimal supervision
- Has Web Development knowledge (HTML, CSS, Javascript, Bootstrap)
- Social Media Integration skills
- Resourceful
- Versatile
- Practical
- Willing to do hard laboring work if needed
- Flexible
- Fast-learner
- Resilient
- Has Solid Work Ethics
- Exhibits World-Class Hospitality skills

## CHARACTER REFERENCES

**Ana Lee Escudero-Catibog**  
GMA Kapuso Foundation COO/ First Vice President  
**+639178974554**

**Maria Cristina Winkelhauzen**  
El Rio y Mar Resort Manager  
**+639209385796**

**Eric Martinez**  
El Rio y Mar Resort Assistant Manager  
**+639359101064**

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