

Earl Collin Ortega

Integrated Marketing Communications Strategist

Bethel, CT

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475-228-7072

Earl has five years of solid experience in end-to-end integrated marketing communications planning—from building a brand strategy to bringing the communication idea to life on ATL, digital and social platforms, traditional and digital PR, influencer and blogger engagements, launch events and activations. Aside from the usual marketing campaigns, he has also helped brands in areas such as business development, rebranding, and business- aligned CSR planning.

- Analyzes category studies, takes a look at a client's market data, does qualitative research, and listens to conversations online to get insights to craft brand and communications strategies
- Maps out the digital presence of competitors and finds opportunities for clients
- Understands how the target market uses top social platforms—Facebook, Instagram, Twitter—to build the social strategy of the brand, including content buckets and channel ecosystem, that brings to life the communication idea
- Optimizes campaigns by collaborating with media agencies and/or Google and Facebook in analyzing the digital behavior of the target market across different platforms
- Assigns distinct roles for the channels of the brand—digital, ATL, and BTL—to build total content ecosystem for always-on materials and campaigns
- Analyzes audience data on owned social platforms, looks at conversations about the brand, and recommends initiatives and quick wins
- Gets updates on the different platforms—i.e. new app features, new formats—that brands can leverage on
- Recommends influencers and crafts their content strategy and guidelines
- Writes story angles for different traditional and online publications to amplify campaigns

Willing to relocate: Anywhere

Sponsorship required to work in the US

Work Experience

Digital and PR Planner

Leo Burnett

September 2016 to February 2019

Worked with different brands to achieve their business and communications objectives by creating strategic plans anchored on consumer needs and behavior, fresh insights, and channel know-how

- Developed creative briefs—from brand to engagement strategies
- Brought to life the communication strategy by understanding the channel behavior of the target market and recommended ways on how to engage them effectively in different channels
- Mapped out total channel ecosystem of brands—assigned roles for different online and offline channels to build content ecosystem; integrated offline and online brand experiences
- Worked with media agencies to optimize campaigns
- Recommended initiatives based on Analytics reports
- Crafted PR strategies and message houses, story angles, and influencer strategies

Integrated Marketing Communications Planner

GeiserMaclang Marketing Communications - Makati

May 2014 to August 2016

Developed PR-led marketing plans for clients across various industries ensuring that their business objectives and the opportunities presented to them are always matched with high-impact strategies; Translates the strategy into an integrated campaign in collaboration with different business units— PR, content, digital, and events.

Education

Bachelor's in Business Administration Major in Marketing

University of the Philippines Visayas - Iloilo City, Probinsya sang Iloilo

June 2010 to April 2014

Skills

Marketing Strategy (5 years), Marketing Communications (5 years), Market Research (7 years), Digital Marketing (5 years), Microsoft Office (9 years), Presentation Skills (5 years), Public Relations (5 years), Social Media Management (3 years), Analytics (2 years), Digital Media (3 years)

Certifications/Licenses

Google Digital Guru Program (Advance Product Track)

July 2018 to Present

Google Digital Guru Program (Core Product Track - Video)

April 2018 to Present

Facebook Blueprint Live

October 2017 to Present

Additional Information

BRANDS HANDLED

AIRLINE

- Cebu Pacific

BEAUTY

- Kojie San Men

COOKING AID

- Datu Puti
- Fry & Shake Golden Fiesta

DAIRY PRODUCTS

- Arla Foods
- Cocio

FINANCE

- BDO Kabayan
- FWD Insurance
- Pera Hub
- PhilCare

FOOD AND BEVERAGE

- Calbee
- Chippy
- Cream-O
- Granny Goose
- Great Taste Coffee
- Griffin's
- Knots
- Locally

GOVERNMENT

- Department of Tourism - Philippines
- Singapore Tourism Board

NGO

- Forest Foundation Philippines
- Philippine Football League

ORAL CARE

- Gumtect
- Hapee Kiddie

- Polident
- Sensodyne

REAL ESTATE

- Daiichi Properties

RESTAURANTS

- Dimsum Factory
- Max's Group

RETAIL

- Havaianas
- KWAY
- Metro Department Stores

PHARMACEUTICAL

- Biobalance
- Pediatrica
- Vicks

TECH

- Beepbeep
- Findwork
- Grab Philippines
- Paydro