

# JOHN CONRAD A. VICTORINO

**Address:** No. 3 Sto. Domingo St. Marisol Subd. Santolan, Pasig City  
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## **OBJECTIVE**

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To engage in a career that will allow for progress in terms of skills/expertise, socio-economic development, and innovation through exposure to new ideas for personal/professional growth, as well as growth of the company.

## **WORK EXPERIENCE**

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### **MINDSHARE**

Position: **Digital Manager**

Job Description:

- Managing online campaigns and always on with non-biddable and biddable media.
- Media planning. Create media strategy to best meet digital objective for always on and campaigns.
- Create search strategy including keywords analysis and recommendations.
- Set up, monitor and optimize media campaigns on SEM, Facebook, YouTube, Twitter and all biddable media platform in general.
- Track conversion rates and media data, organize reports.

Accounts Handled: Closeup, Selecta Ice Cream, Magnum, Cornetto, Rexona, Dove Deo, Axe, Knorr, Lady's Choice, PureIt, Unilever Food Solutions

### **GOOGLE DOUBLECLICK** - Cognizant Technology Solutions

Position: **Media Campaign Manager**

Job Description:

- Develops and maintain relationships with clients, technology partners, agencies and creative shops.
- Assists with execution including launching, monitoring, analysing and communicating effective and ineffective areas of a campaign.
- Works effectively with a variety of internal teams, including Sales, Engineering, Product Management, and other Client Services teams.

Accounts Handled: Microsoft, Apple, Samsung, T-Mobile, Verizon, Kate Spade, Mc Donalds, Kate Spade

### **POST AD VENTURES, INC.**

Position: **Account Manager**

Job Description:

- Meeting and liaising with clients to discuss and identify their advertising & events requirements.
- Coming up with campaigns and presenting the ideas and budget to the client.

Accounts Handled: Nissan Motor Philippines Inc., Lafarge Republic, Inc., Converygys, Global Savant Building Technologies, Mossimo Philippines, LG Electronics Philippines, Republic Wakepark, Camsur Watersports Complex, Holiday Inn & Suites Makati

### **GLOBAL GUTZ PARKS INCORPORATED**

August 2010 – February 2012

Position: **Operations Manager**

Job Description:

- Acted as the Ad & PR Officer. Responsible in conducting market, product and company research.

- Responsible for ensuring that business operations are efficient and effective.

## **AFFILIATIONS**

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FEU ORADEC – PUBLIC SPEAKING CHAMBER  
Oratorical and Debate Council

Description:

- The Oratorical and Debate Council (ORADEC) is the official, non-profit, university-wide student organization of the Far Eastern University that is committed to the pursuit of excellence in debate and public speaking.

TAMARAW VOLUNTEER  
January 2007-present

MASS COMMUNICATION SOCIETY

## **EDUCATIONAL ATTAINMENT**

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COLLEGIATE LEVEL

**Bachelor of Arts Major in Mass Communication**

Far Eastern University  
Department of Communication  
Nicanor Reyes, Sampaloc Manila  
June 2004-April 2011

HIGHSCHOOL LEVEL

**Sto. Thomas De Villanueva Parochial School**

Evangelista Ave., Santolan, Pasig City  
June 1998-March 2002

ELEMENTARY LEVEL

**Santolan Elementary School**

Evangelista Ave., Santolan, Pasig City  
June 1992-March 1998

## **SEMINARS ATTENDED**

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**Business Speech Training**

March 15, 2010  
ORADEC  
IABF Case Study Room  
Far Eastern University

**Hosting and Audience Management**

February 24, 2010  
ORADEC  
IAS Conference Room  
Far Eastern University

**iREPORT '09**

March 07, 2009  
Prof. William Espinosa  
AB grounds, University Conference Center  
Far Eastern University

**On PROBEation: A Film showing of cum dialogue with Cheche Lazaro and the Probe Team**

March 05, 2009  
Generoso Pamittan  
AB grounds, University Conference Center  
Far Eastern University

**FILMMAKING SEMINAR**

January 22, 2009  
Marilou Diaz Abaya  
AB grounds, University Conference Center  
Far Eastern University

**ADspeak'08**

February 08, 2008  
Colegio De San Juan De Letran

**S.C.A.L.E**

(Skills and Competencies Advancement and Leadership Education Program)  
January 18, 2008  
Dr. Marcon R. Espino  
FEU IN Multi-purpose Room

**AWARDS**

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**2<sup>nd</sup> Best Thesis** – 5<sup>th</sup> Communication Research Colloquium: Search for the Best Thesis  
**Champion in Extemporaneous Speech** – Far Eastern University 2010  
**Best Print Ad** (Print Ad Category) - Tamaraw Awards 2009  
**4<sup>th</sup> placer** (TV Ad Category) – Tamaraw Awards 2009  
**6<sup>th</sup> Placer** (Radio Ad Category) – Tamaraw Awards 2009

**PERSONAL INFORMATION**

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Date of Birth:	September 20, 1985
Sex:	Male
Height:	5'6"
Weight:	115lbs
Civil status:	Single
Religion:	Roman Catholic
Languages:	English and Filipino

**\*Character references & portfolio may be issued upon request**

# JOHN CONRAD A VICTORINO

Address: No. 3 Sta. Domingo St. Marisol Subdivision, Santolan, Pasig City  
Telephone: (02) 393 9303  
Mobile: (0916) 617 4378  
Email: info@conradvictorino.com

**Objective:** To make a "bang" in the advertising industry.

**Capability:** Trained in the mysterious art of communication, I'm an elite master of media environment, skilled with creativity and deadly with the pixel.

**Principle:** \*Experience in various creative media. \*Grasp of business and the 'big picture'.  
\*Keen understanding of the mass mind. \*Can think outside the box.  
\*6 years of practical experimentation. \*Copywriter & art director rolled into one.

## EDUCATION

Bachelor of Arts Major in Mass Communication  
Far Eastern University  
2011  
Bachelor of Science in Architecture  
Central Colleges of the Philippines  
2004  
Computer Aided Drafting  
Sto. Thomas De Villanueva High School  
2001

## ACHIEVEMENTS

2nd Best Thesis - 5th Communication Research Colloquium  
Champion in Extemporaneous Speech - Far Eastern University 2010  
Best Print Ad (Print Ad Category) - Awards for Advertising Excellence 2009  
4th placer (TV Ad Category) - Awards for Advertising Excellence 2009  
6th Placer (Radio Ad Category) - Awards for Advertising Excellence 2009  
ADSPEAK 2009 Finalist

## PROFICIENCIES

Facebook Business Manager  
Google Adwords  
Photoshop  
Dreamweaver  
Premiere Pro  
DoubleClick  
Flash  
Microsoft Expression Web  
Twitter Ads  
Programatic  
Powerpoint  
Excel  
Publisher  
Apple - Final Cut Pro X  
Windows OS  
Mac OS  
Android  
iOS

## WORK EXPERIENCE

Present - Digital Manager for **Mindshare**  
2014 - Campaign Manager for **DoubleClick**  
2013 - Account Manager for Post Ad Ventures  
2011 - General Manager  
for Global Gutz Parks Inc.  
2011 - Freelance Graphic Artist for Shell  
2010 - Interning for SAGA Events Inc.  
Graphic Designer / Creative  
2009 - Paid Zing Advertising Agency

## COURSEWORK

Advertising Principles  
Advertising Promotional Techniques  
Advertising Strategy & Copy Writing  
Advertising Production  
Public Relations Principles & Practices  
Public Relations Campaigns & Strategies  
Radio & Television Principles & Practices  
Radio & Television Announcing  
Communication Arts & Skills  
Editorial Feature Writing & Lay outting  
Investigative Reporting  
Law & Ethics of Mass Media  
Theater Directing & Production  
Alternative Film Production  
News Writing & Editing  
Broadcast Writing  
Technical Writing  
Photography



