

# JAYVEE ADRIAN POLANGCOS, LPT

Marketing Specialist



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## Professional Summary

Marketing Specialist with a strong background in campaign coordination, content creation, and brand management, experienced in executing both digital and traditional marketing strategies across various platforms. Proven ability to manage marketing calendars, analyze campaign performance, and support cross-functional teams to drive engagement and lead generation. Skilled in tools such as Google Analytics, social media platforms, email marketing software, and CRM systems. Committed to delivering creative, data-driven solutions that support business growth and brand visibility.

## Professional Experience

**INVISION CONSTRUCTION & INDUSTRIAL SERVICES-** GENERAL SANTOS CITY, PHIL.  
Marketing Specialist **AUG. 2021-FEB. 2024**

As a Marketing Specialist, I ensured effective execution of marketing initiatives by coordinating campaign activities, managing content distribution, and tracking performance—supporting sales and branding teams with timely insights, creative assets, and data-driven strategies.

- **Campaign Management & Content Accuracy:** Managed marketing assets and content calendars with a focus on accuracy, brand consistency, and timely delivery across digital and print channels—ensuring alignment with campaign goals and audience engagement.
- **Analytics, Compliance & Cross-Team Collaboration:** Monitored campaign performance and ensured compliance with branding and advertising standards, while collaborating with design, sales, and product teams to support data-driven decisions and cohesive marketing execution.

**TRIBRO LLC-** DETROIT, USA  
Property Management Support Specialist **SEP-OCT. 2024**

As a Property Management Assistant, I supported daily operations by managing listings, coordinating maintenance, handling tenant relations, and assisting with leases and rent collection to ensure smooth property performance and high tenant satisfaction.

- **Oversaw full-spectrum property management tasks** including marketing listings, tenant screening, lease administration, maintenance coordination, rent collection, and strategic planning—ensuring legal compliance, strong client relations, and optimal property performance.

## Education

**RAMON MAGSAYSAY  
MEMORIAL COLLEGES**

Graduated  
2016-2020

## Skills

Leadership and  
Teamwork  
Creative  
Problem Solving  
Critical-Thinking  
Communication  
Computer Skills  
Microsoft Office  
Multitasking  
Research Writing  
Formal presentations  
Strategic Thinker

## OFFICE SOFTWARE PLATFORMS

Microsoft Word  
Excel  
PowerPoint Google  
Document  
Spreadsheet  
Slides  
Forms

**YOLACH'S VENUE AND CATERING-** GENERAL SANTOS CITY, PHIL  
Marketing Specialist **APRIL 2021 – JULY 2022**

As a Marketing Specialist, I ensured impactful campaign execution by developing targeted strategies, optimizing marketing processes, and collaborating with cross-functional teams to drive brand awareness, customer engagement, and measurable business growth.

- Delivered high-impact marketing support by managing campaign activities, coordinating with internal teams, resolving creative and logistical challenges efficiently, and ensuring a seamless brand experience through strong communication and problem-solving skills.
- Contributed to continuous marketing improvement by analyzing campaign performance, updating content and strategy based on trends, participating in brainstorming sessions, and leveraging CRM and analytics tools—ensuring a data-driven, audience-focused approach at every touchpoint.

**MONOS VISUAL CONSTRUCTION SERVICES-** GENERAL SANTOS CITY, PHIL  
Campaign Executive Specialist **JAN. 2020–AUG. 2021**

As a Campaign Executive Specialist, I ensured effective campaign execution and consistent brand messaging by managing campaign lifecycles, maintaining organized content calendars, and coordinating with cross-functional teams to support timely delivery, audience engagement, and strategic alignment.

- Handled the coordination, scheduling, and tracking of campaign assets—including briefs, creative materials, approvals, and launch communications—ensuring timely execution, version control, and alignment with campaign objectives and brand guidelines.
- Maintained organized and accessible storage systems for campaign content and reports across digital platforms, tracked updates, and safeguarded key marketing materials and performance data in accordance with company policies.
- Supported campaign wrap-up and performance analysis by compiling post-campaign reports, managing stakeholder feedback, and archiving essential assets and insights for future reference and strategic planning.

**PANOPTYC – NEW YORK, USA** **FEB.– NOV. 2020**  
Data Entry Associate

As a Data Entry Associate, I ensured data accuracy and integrity by efficiently inputting, updating, and managing information in company systems while supporting smooth workflow and timely access to essential records.

- **Theft Prevention & Incident Response:** Monitored security alerts and surveillance systems, investigated thefts, interviewed witnesses and suspects, and prepared detailed incident reports to support internal reviews and legal actions.
- **Risk Analysis & Administrative Support:** Analyzed theft patterns to identify security risks and recommend preventive measures, while maintaining accurate records and managing data entry using tools like Slack and Airtable.

**CALLTEND INC. – GENERAL SANTOS CITY, PHIL** **JUNE–AUG. 2019**  
Appointment Setter

As an Appointment Setter, I facilitated smooth scheduling by contacting leads, coordinating calendars, and confirming appointments, ensuring efficient time management and consistent follow-ups to support business growth and client engagement.

- Established professional schedules for consultation for prospective clients, ensuring that important meetings are booked to sales team.
- Administered organized clients information, deliver skilled verbal communication

## CRM AND ONLINE PLATFORMS

StreetEasy  
RealtyMX Trello  
Asana Monday  
Notion Quickbooks  
Discord Get  
response Jasper  
Ai Sketchup  
Flodesk Mailchimp  
Klaviyo Salesforce  
Wordpress Wix  
Airtable Slac

## MEDIA EDITING PLATFORMS

Canva  
Adobe Firefly  
Adobe Lightroom  
Capcut  
Adobe Premiere

## Reference

**Jay Bernaldo**  
Bataan Peninsula State University

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## Languages

English  
Filipino