

JASMINE A. ASTUDILLO

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SUMMARY

Marketing Specialist with 8+ years of experience in digital marketing, event management, and campaign execution, including recent experience managing influencer campaigns. Skilled at driving engagement, growing partnerships, and turning ideas into measurable business results. Proven track record of executing initiatives end-to-end and boosting customer loyalty across diverse industries.

WORK EXPERIENCE

Campaign Manager | Cloutify Studios 2025 - present

- Built a steady pipeline of influencer leads through targeted outreach, boosting demo bookings and partnership calls.
- Maintained and organized sales pipeline contacts using Odo.
- Created contracts, proposals, and onboarding materials to support smooth client and talent activation.
- Managed short- and long-term influencer campaigns and produced talent portfolios.
- Assisted with press releases, interviews, and discovery calls to increase visibility.

Marketing Staff II | Philippine Amusement & Gaming Corporation (PAGCOR) 2019 - 2025

- Planned and executed 10+ high-profile casino events annually, boosting player engagement and satisfaction by 30% through targeted promotions, strategic vendor partnerships, and flawless event flow.
- Implemented a content strategy for social media channels, resulting in increase in engagement and stronger customer retention.
- Coordinated logistics with multiple teams to support both marketing and operational goals.
- Administered customer loyalty programs, including membership card enrollment and credit issuance.

Marketing Specialist | Jellyfish Education Philippines 2018 - 2019

- Generated and converted qualified leads into paying students, achieving 95% of monthly enrollment targets for Japanese language programs.
- Led cultural workshops and educational fairs expanding community reach and increasing partner engagement.
- Developed and managed official social media accounts, boosting audience growth through targeted campaigns and negotiated sponsorships and partnerships.

Corporate Marketing Assistant (Storewide Campaigns) | Metro Retail Stores Group 2017- 2018

- Executed nationwide promotional campaigns that generated a 15% sales uplift across retail branches.
- Managed campaign budgets reaching multi-million-peso levels, ensuring cost efficient allocation and compliance with operational requirements.
- Drafted press releases and secured permits that enhanced media visibility and streamlined campaign rollout.

Customer Service Representative | Alorica 2015

- Handled an average of 50+ daily inquiries across phone, email, and chat.

EDUCATION

Bachelor of Arts in Communication | Cum Laude 2013 - 2017
Cebu Normal University

ADDITIONAL INFORMATION

- Skills: Odo | Microsoft Office Suite | Canva | Adobe Creative Suite
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