



GAB RAMOS

MARKETING STRATEGIST

 www.gabdramos.com

 gabdramos@gmail.com

 linkedin.com/in/gabdramos

 Manila, Philippines

ABOUT ME —

An award-winning marketer with almost a decade of experience with **Campaigns, Creatives, and Project Management**. Track record in achieving targets and KPIs. Strategically handled multiple clients across different industries. Adept at leading different working teams and fostering synergy to achieve success.

Highly social-savvy with a keen interest in pop culture and trends.

— CORE COMPETENCIES —

Marketing Strategy

Design Execution

Leadership and Collaboration

Creative Ideation

Project Management

Agency Management

— PROFESSIONAL EXPERIENCE —

BRAND MARKETING LEAD

May 2022 to Sept 2024

Grab Philippines, Inc.

- * Lead for GrabFood Deliveries Marketing, spearheading strategy building and marketing campaigns to achieve platform growth.
- * Oversees Brand Growth, Social Media and KOL strategy, Media and Ads performance, Trade, and Offline Marketing executions.

ACCOMPLISHMENTS:

Achieved the **all-time highest daily deliveries** during the 2024 Valentine's Day and Mother's Day campaigns. The Valentine's Day campaign resulted in a 5% increase over the previous year, while the Mother's Day campaign set a record for the highest daily deliveries across GrabFood regionally.

Spearheaded SME growth with GrabFood Indie Eats online series, resulting in a **14% increase** in Monthly Transacting Users and maintaining a **28% MoM Merchant Growth Rate**.

AWARDS:

Silver for Viral Film with Grab Summer Campaign at the 2024 Cannes Lions Festival

Silver for Best Integrated Social Media Campaign with GrabFood Indie Eats at the 2024 Hashtag Asia Awards

Bronze for Film Craft – Visual Effects and Digital Imaging with GrabFood Group Order at the 2024 Kidlat Awards

Bronze for Classic Creativity – Film with Grab Mother's Day at the 2024 Kidlat Awards

CREATIVE DIRECTOR

August 2022 to May 2024

Eulie Creatives, PA

Contract Role

- * Directly reporting to the CEO, in charge of leading client servicing and creative execution of all major projects.

ACCOMPLISHMENTS:

Worked on diverse client projects with a focus on digital materials and branding creation. Executed various UX/UI and Web Design projects

Elevated the competency of the agency by quickly learning skills required by each new project, significantly saving time and resources for the CEO

SOCIAL MEDIA AND PR STRATEGIST

July 2021 to April 2022

Globe Telecom, Inc.

- * Led all Social Media, KOL, and PR strategies for Globe at Home Postpaid, Globe MyFi, and APAC Content Partnerships.

ACCOMPLISHMENTS:

Launched the 'Wins For All Game Show' in partnership with KUMU Philippines, amassing 59,395 views, **doubling viewership benchmarks**, and generating 14.6 million impressions.

Spearheaded social executions for the Globe MyFi Pocket Device, achieving 3.3 million pesos in PR value and tripling daily leads to the official Globe shop. This was the **highest number of shop leads** across all Globe brands in December 2021.

ART DIRECTOR

December 2021 to July 2022

Kadima Careers, NYC

Contact Role

- * Reporting to the CEO and CMO, executing all creative materials of the company.

ACCOMPLISHMENTS:

Contributor to the branding strategy and launch of the SYCK Career Podcast—the company's flagship social media project. I developed the initial branding and growth plan for the podcast.

Executed several marketing materials, with a focus on digital assets

VISUAL MERCHANDISING LEAD

August 2020 to July 2021

L'Oréal Philippines

- * Art Director for the entire Garnier brand, ideating and creating all digital ads, product packaging design, and other marketing materials.

ACCOMPLISHMENTS:

Main creative SPOC for the Garnier 12.12 Christmas Sale in 2020 (Lazada and Shopee), producing over 100 e-commerce assets. The campaign generated over 2 million pesos in sales.

Worked on significant launches including the Garnier All-Star Pack, Sakura Product Line, and Garnier Green Beauty Campaign, **enhancing brand positioning and consumer engagement.**

SENIOR CREATIVES

June 2017 to May 2020

Advertising Core Agency

Apprenticeship

- * Senior Creatives Manager, leading the ideation and execution of integrated marketing campaigns. Played a key role in major client projects. Spearheaded skills training for Junior Managers.
- * Senior Copywriter for UP Fair 2019, one of the biggest music festivals in the Philippines. The weeklong event has an attendance of over 15,000 people per night.

— EDUCATION —

- * Tertiary Education
Bachelor of Arts in Film, University of the Philippines Diliman (2015 – 2020)
Consistent College Scholar
- * Secondary Education
Notre Dame of Greater Manila (2011 – 2015)
Graduated with High Honors

— ORGANIZATIONAL AFFILIATIONS —

UP College of Mass Communication Student Council
Chairperson, A.Y. 2019 - 2020

KASAMA sa UP
College Representative, A.Y. 2019 - 2020

UP Diliman League of College Councils
College Representative, A.Y. 2019 - 2020

UP Cineastes' Studio
Executive Vice President, A.Y. 2017 - 2018