

# Laurenzo Alvendia

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## Profile

Seasoned Creative Manager with over 8 years of experience in Sales, Multimedia, Social Media Marketing, and Print. Skilled in strategic vision and artistry to deliver high-impact, relevant content across diverse consumer segments.

## CAREER EXPERIENCES & MILESTONES

### LICENSED REAL ESTATE AGENT/PROPERTY SPECIALIST | AYALA LAND PREMIER | JANUARY 2022 - MARCH 2024

- Promotes luxury real estate properties through advertisements, open houses, and participation in various sales and marketing initiatives.
- Built and sustained a strong social and professional network to enhance property sales and client engagement.
- Assist customers in buying the properties that are most suitable to their needs.
- Inform clients on market conditions, prices, legal, and/or documentary requirements and other related matters.
- Create designs for social media and print from posters, flyers, websites and presentations.
- Produce outputs thru B2B and B2C, Selling Solution, Telemarketing - call and email, Collaborative, Consultative and Corporate selling.

### CONTENT CREATOR & CREATIVES LEAD | HUAWEI PHILIPPINES | OCTOBER 2020 - MARCH 2022

- Spearheaded ideation, creative strategy, and execution of advertising materials for Huawei Consumer Business Group device launches and campaigns. Led localization of regional content to ensure relevance in the Philippine market."
- Champions social media operations of Huawei Mobile Philippines and AppGallery accounts across different online platforms - from social content calendars, backend social scheduling, and other related activities.
- Leads Huawei's creative studio to provide sound directions on creative attack amongst all campaigns, promos, and other initiatives.
- Acts as resource person for all above-the-line (ATL) responsibilities which include TVC storyboarding, pre-production checkpoints, actual production, up to final material to secure quality and alignment on the brand's key messages.
- Handles report management of the social team to ensure social KPIs are met; leads competitive scans and analysis to keep track on the latest trends and breakthroughs on social media and digital, as well as to assess strengths and weaknesses of current and potential competitors.

#### ACHIEVEMENTS:

- Awarded with 2021 Huawei galloping horse award for excellence in Q2 2021
- Recognized by Huawei marketing team for exemplary execution on laptop, smartphone, smart watch, television & tablet campaigns.
- Art direction successfully implemented in social media and other platforms and was adapted by other APAC countries (Indonesia & Vietnam)
- Commended by Huawei APAC team for successfully executing art direction on the advertising and social plan of audio and wearables campaign with exemplary output and budget efficiency.

### ART DIRECTOR/SOCIAL MEDIA MANAGER | ANYTIME FITNESS PHILIPPINES | MAY 2017 - OCT 2020

- Managed all multimedia productions and post-productions, including film development, social media materials, point-of-sale materials, and other marketing collateral.
- Leads the creation and publishing of relevant, original and high-quality content, from campaigns to seasonal promotions of Anytime Fitness. Improved customer retention to use home gyms by providing monthly gym events, exclusive partnerships and outreach.
- Manages multiple social media accounts to ensure quality, effectiveness and branding.
- Generates lead advertisements, online inquiry and ad placement to boost overall sales.

#### ACHIEVEMENTS:

- Produced a brand book for Anytime Fitness branches. Enhanced sales presentation visuals, marketing and online materials to amplify business transactions and deals.
- Produced sales boost monthly of new joiners per club.

## BUSINESS EXPERIENCES & PROJECTS

### GENERAL MANAGER | MOLAVE ENTERPRISES - CORPORATE GIVEAWAYS & PRINT SERVICES | MAY 2017 - MARCH 2022

- Handles overall operation- print(digital, silkscreen etc), marketing, sales, quality assurance, logistics, negotiations etc.

### FREELANCE MULTIMEDIA ARTIST | MAY 2012 - MAY 2017

Specializes in Illustration, Graphic Design, Photography, Retouching and Video Editing. Some of the projects were: Peugeot Philippines, Anytime Fitness, Manila International AutoShow, Weddings, Palawan Tourism Resorts, City Promotion Video - Discover Magdalena and more.

## Education

- De La Salle College of Saint Benilde - 2012 to 2016  
Degree finished: Bachelor of Arts in Multimedia
- Colegio San Agustin - 1999 to 2012 | Kindergarten to High school

## Tools

- Adobe Photoshop, Illustrator, Premier, Canva
- Wordpress, Domain Hosting, Mailchimp
- Facebook Ads Manager and Business
- Google Digital Ads and Analytics
- Microsoft Office
- iTransfer Cutter Plotter
- E-commerce: Amazon and Shopify

## Language

- Filipino(Mother Tongue): Fluent - Oral and Written
- English: Professional - Oral and Written

## Skills & Abilities

- Sales - B2B,B2C, Telemarketing, Solution
- Social Media & Traditional Marketing
- Business Planning
- Art Direction/ Film Production / Post Production
- Printing - Silkscreen, Digital, Offset, Embroidery, Engrave
- Soc Med Campaign and People Management
- Stats and Market Analysis