

Ricki Anne Tinio

Account Supervisor

I'm a highly organized and passionate account manager with 6 years of advertising experience, specializing in strategy and concept development with a keen interest in consumer insight

✉ ricki.amt@gmail.com

☎ +639175144749

📍 Quezon City

WORK EXPERIENCE

Account Supervisor Leo Burnett Manila

03/2024 - Present

A creative advertising agency servicing clients in developing full IMC campaigns

Achievements/Tasks

- Liaison of client and agency in managing campaigns and other deliverables
- Main account handled: Nescafe

Senior Account Manager Woo Consultants Inc.

09/2017 - 02/2024

A creative advertising agency servicing clients in developing full IMC campaigns

Achievements/Tasks

- Liaison of client and agency in managing campaigns and other deliverables
- In charge of handling all costs involved in the campaigns
- Main accounts handled:
 - San Miguel Brewery
 - Universal Robina Corporation
 - Bank of the Philippine Islands
 - Splash Corporation

Marketing & Operations Head Dulcet Lifestyle Fashion Hub

03/2016 - 12/2018

Family-owned retail concept store comprised of different shops

Achievements/Tasks

- Accounts manager of over 60 brands
- Curated social media content
- Oversaw both marketing and overall operations

Marketing Comms Intern International Data Corporation (IDC)

04/2016 - 06/2016

IDC examines consumer markets to provide complete solutions to succeed in these expanding markets.

Achievements/Tasks

- Led the planning and pre-production of IDC's largest annual event, Futurescapes, held in Singapore
- Trained for Social Media & Community Management

SKILLS

Strategy and Concept Development	●	●	●	●	●
Communication/Presentation	●	●	●	●	○
Leadership	●	●	●	●	●
MS Office	●	●	●	●	●
Photoshop	●	●	●	○	○
iMovie	●	●	●	●	○

NOTABLE ACHIEVEMENTS

Lawson Franchise (02/2023 - 09/2024)

- Currently franchising a 24/7 convenience store
- In charge of all store operations

San Mig Light 2024 Campaign (06/2023 - 09/2024)

- The account lead for a big campaign involving a foreign celebrity endorser

San Miguel Oktoberfest (05/2018 - 12/2018)

- The account lead for the annual event of San Miguel Brewery

EDUCATION

AB Integrated Marketing Communications University of Asia and the Pacific

06/2013 - 05/2017

High School

School of the Holy Spirit Quezon City

06/2009 - 03/2013

INTERESTS

Sports

Gym/Workout

Gaming