

ALYSSA KROLL

Marketing Communications Professional

Date of Birth: November 29, 1989

Nationality: German and Filipino (*Dual Passport Holder*)

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Language: English - Fluent; Deutsch – A1/Beginner; Filipino - Native



I have an 8-year experience in integrated marketing campaigns, branding, social media communication, and consumer engagement initiatives. I spent my past years between fun ad agencies and multinational companies that made me the marketing professional that I am today.

KEY COMPETENCIES

- Brand Marketing
- Project Management
- Social Media Marketing
- Event Management
- Customer Relationship Management
- Content Planning and Strategy
- Digital and Mobile Marketing
- B2B and B2C Advertising

PROFILE OVERVIEW

Global and Multinational Exposure

- Handling brand activations and marketing communication materials for an international brand
- Working with various local and regional offices in APAC region

Diverse Industry Experience (Client and Advertising Agency Side)

- Client Side: Pharmaceutical, Healthcare, FMCG, Retail
- Advertising Agency: Below-the-line, Events, Direct Marketing

Multichannel Marketing Knowledge

- CRM, social media, SEM, mobile / app, SMS, influencer, website

Marketing Funnel Campaign Development

- Awareness & conversion-driven campaigns
- Loyalty and advocacy-focused programs
- Lead generation and retention initiatives
- Content customization and targeted engagements
- Consumer insighting, research, and data analysis

People Management

- Providing creative direction to team of graphic artist, copywriter, web developer and designers
- Overseeing third party events agency and production team
- Handling remote individual contributors
- Reporting directly to company owner and CEO
- Managing brand budget: 200,000 Euro yearly

TOOLS LITERACY

Adobe Photoshop, Adobe Premiere, Adobe Lightroom, Salesforce, Hootsuite, Buffer, Slack, Trello, Tableau, Office 365, Google Suite, Canva, Asana

EDUCATION

Master's degree: De La Salle University – Master of Marketing Communications

Bachelor's degree: University of Santo Tomas – Bachelor of Science in Pharmacy

DETAILED WORK EXPERIENCE

Corporate Branding Specialist

UNILAB, INC. (July 2018 to present)

Manila, Philippines

Unilab, Inc. is the leading pharmaceutical company in the Philippines and has expanded to 10 affiliated manufacturing companies in Asia. It carries over 300 over-the-counter and prescription drug in the market providing trusted quality healthcare to consumers.

- Leads the partner engagement initiatives and programs for healthcare professionals such as pharmacists, doctors, and nurses
- Conceptualizes marketing communication materials for newsletters, social media, mobile apps, and other advertising platforms
- Leads the development, content management, user acquisition, user retention, and marketing of a mobile application for healthcare professionals
- Formulates lead generation programs for customer acquisition and retention into the company's customer relationship management (CRM) database
- Oversees corporate sponsorships and events including seminars, trade shows, pop-up activations, guerilla marketing, and medical missions
- Collaborates with third-party vendors and creative agencies in concept development for digital video campaigns, TV commercials, radio commercial, print materials, and media launches
- Monitors project success from budget spending to implementation of marketing plans
- Leads the pioneer app development project for healthcare professionals
- Conducts presentation to division director and operating vice president of the business unit
- Heads the conceptualization and distribution of care kits and trade packs to be sold on leading drugstores nationwide
- Monitors production of materials out of the country and ensures timely launch and release of FDA permits in drugstores
- Collaborates with different teams like regulatory affairs, medical affairs, creative team, government agencies, product brand managers, and legal team

Activation and Promotions Coordinator

NESTLÉ PHILIPPINES, INC. (August 2015 to January 2017)

Manila, Philippines

Nestlé is one of the world's largest food and beverage company carrying over 2000 brands worldwide. I particularly handled Cerelac which is the leading baby food brand in the Philippines acquiring 95% of the market share during the time I was with the brand.

- Handled over 50 brand activations, events, and pop-up trade shows for mothers and their kids for one full year
- Led the 150th anniversary engagement activities of Cerelac such as activations, trade promotions, commemorative packs, and brand giveaways
- Organized brand tie-ups with other baby brands in the Philippine market such as diaper brands, hygiene products for babies, and clothing brands for babies
- Headed development of trade promotional packs including artwork development, production of packaging, FDA permit application, and distribution on retail chain nationwide
- Coordinated and collaborated with cross functional teams like regulatory affairs, supply chain and distribution, trade marketing team, and purchasing department
- Conceptualized and developed medical marketing materials for community programs in healthcare centers to be used by healthcare workers, nurses, and nutritionists

- Increased recruitment of target market, and generated product trial during activations and events

Account Manager

Brandboss Advertising Services Corp. (August 2013 to August 2015)

Manila, Philippines

Brandboss is an advertising agency who specializes in activations, events, retail merchandising and trade shows and other direct marketing services. The agency mainly handles below-the-line marketing initiatives but also provides other digital marketing support to clients.

- Pitched integrated marketing communications campaigns to clients such as Procter & Gamble, Mondelez, Philip Morris, and Coca-Cola
- Led the media launch event for Oreo (Mondelez Philippines) from conceptualization to actual execution and event day along with prestigious media professionals, PR agencies, bloggers and influencers in the food and kids industry
- Handled the shopper marketing program for Ariel (one of the leading detergent soap of P&G) and deployment of the program on leading supermarket nationwide
- Managed the trade merchandising and retail audit program for Mondelez Philippines and trained various personnel assigned on different supermarket in the country
- Created various presentations for multiple clients
- Worked with a creative team (graphic designer, copywriter, video editor, creative director) through brainstorming, ideation, and formulation of campaigns

Account Supervisor

E-squared Integrated Marketing Services, Inc. (November 2012 to August 2013)

Manila, Philippines

E-squared is a below-the-line advertising agency that specializes in activations, retail merchandising, and supermarket pop-up shows. The agency has a flat organization and a start-up culture.

- Managed store dress-up merchandising on leading supermarkets nationwide
- Organized trade shows and food exhibits for different food brands in the Philippines
- Led the training of manpower and distribution of sampling pop-up booths on different shopping malls, and retail chains in the country

Ads and Promotions Assistant

Super8 Retail Systems, Inc. (June 2011 to July 2012)

Manila Philippines

Super8 is a chain of grocery retail outlets with 80 branches of stores nationwide carrying different consumer goods for the community. The company is ranked 5 in the grocery retail industry in the country.

- Developed layouts and design of promotional materials such as brochures, flyers, signages, and counter-top displays that are distributed and installed in-store
- Collaborated with designers in production of visual communication materials
- Managed the production of retail merchandising materials from ideation to printing to distribution
- Worked on a tight timelines to ensure deployment of materials for store promotions and new branches openings
- Headed two retail branch opening events and organized activations and sampling of different consumer good brands in-store, and coordinated various sponsorships of brands
- Joined weekly sales and marketing meeting with purchasing and buyer teams to ensure quality and timely production of in-store marketing materials as visual support in-store