



MELENCIO T. SAPNU III

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Address Room 304, Nanshui Community,
Shekou, Shenzhen, China

Phone +86 (186) 6539-9596

Email designfxpro11@gmail.com

ABOUT ME

I am a detailed-oriented person and I always make it a point to get the job done in a timely and efficient manner.

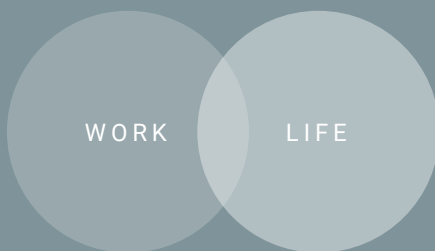
"Professionalism" is the motto that I always bring with me when it comes to working. My strengths include digital marketing, project management, problem-solving, and maximizing the skill of each team member.

I have a total of 15 years of working experience, 8 of which were spent in the IT industry performing various roles such as UI/UX designer, SQA Engineering, Requirement, and Business Analysis, Project Management, and Client Engagement. I spent the other 7 years honing my skills in Digital Marketing and Graphic Design.

VALUES

WORK: Hardworking, team player, professional, organized

LIFE: Cool, honest, cheerful



TIMELINE

- NOW
Marketing Manager
Omeida Chinese Academy
Yangshuo, Guilin, China
- 2015-2018
Business Manager
Fistbump Creation
Sta. Rosa, Laguna, Philippines
- 2014-2015
Project Manager
Flashbay
Nanshan, Shenzhen, China
- 2012-2014
Staff QA Engineer
Arris International
Nanshan, Shenzhen, China
- 2005-2012
Design Team Lead / QA Team Lead
Freeborders Software Development
Nanshan, Shenzhen, China
- 2004
Product Designer / Graphic Designer
Hoya Trading HK Ltd.
Hongkong, Hongkong
- 2003
Bachelor of Science, Accountancy
University of the East, Manila
Recto, Manila, Philippines

PERSONAL

Name	Melencio T. Sapnu III
Birthday	11th Nov 1980 (41)
Relationship	Married
Nationality	Filipino
Born	Bataan, Philippines
Languages	English, Filipino, Mandarin

CONTACT

Mobile	+86 (186) 6539-9596
Skype	thirdkill1
Instagram	melsapnuphotography
Linkedin	melencio-sapnu-40a315ab

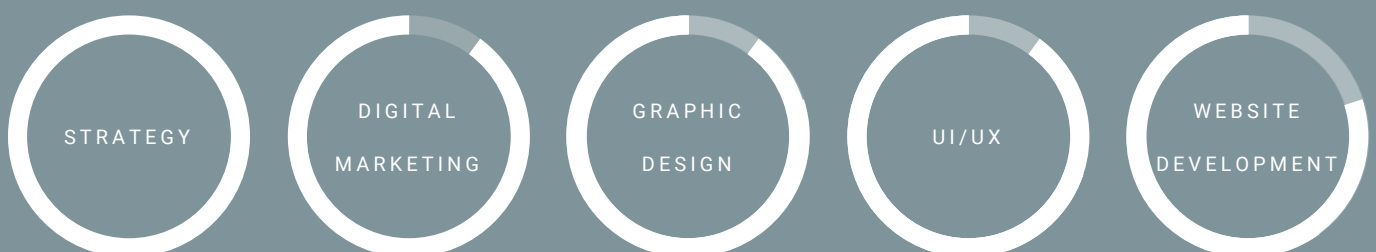
WORK

Experience	15 years
Reference	Available on request

MARKETING

Digital Marketing Strategy	██████████
Search Engine Optimization	██████████
Social Media Marketing	██████████
Google Ads (PPC)	██████████
Google Analytics	██████████
Content Marketing	██████████
Website Optimization	██████████
Display and Video Ads	██████████
Email Marketing	██████████
Influencer Marketing	██████████
Sales Funnel	██████████
E-commerce	██████████

SKILLS





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WORK

2019 - CURRENT

MARKETING MANAGER

Omeida Chinese Academy

Responsibilities:

- Building annual and monthly marketing strategy aligned with the business goals of the company.
- Managing and tracking the overall progress of the marketing projects and team.
- Managing the promotion and positioning of the brand to bring brand awareness through different offline and online channels.
- Search Engine and Website optimization
- Analyze website traffic and use the gathered data to adjust the marketing plan and goals.
- Assist the Content and Social Media Manager in curating user generated content
- Assist the Content and Social Media Manager in creating contents.
- Plan and create monthly Email Marketing Plan and content.
- Plan and execute Influencer marketing strategies.
- Create weekly and monthly marketing report for stakeholders

2015 - 2018

BUSINESS MANAGER

Fistbump Creation

Responsibilities:

- Business and Project Management
- Marketing and Business Planning
- Communication and Client Engagement
- Task Allocation and Reporting
- Project Planning, Estimation, Execution and Controlling

2014 - 2015

PROJECT MANAGER

Flashbay

Responsibilities:

- Project Management
- Communication and Client Engagement
- Task Allocation and Reporting
- Project Planning, Estimation, Execution and Controlling • Workflow Creation
- Quality Assurance
- Test Planning and Execution

2012 - 2014

STAFF QUALITY ENGINEER

Arris International

Responsibilities:

- Software Quality Assurance
- Managing the QA and Scrum Team
- Task Allocation and Reporting
- Design Test Plan and Test Cases
- Communicate with Onsite Lead and Other Stakeholders • Test Plan and Test Case Execution

2008 - 2012

QA TEAM LEAD

Ticketmaster / Livenation

Responsibilities:

- Project Management
- Communication and Client Engagement
- Task Allocation and Reporting
- Project Planning, Estimation, Execution and Controlling • Workflow Creation
- Quality Assurance



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WORK

2006 - 2008

SQA ENGINEER

Success Factor

Responsibilities:

- Communication with the Client and Onsite Team • Task Allocation and Reporting
- Quality Assurance
- Test Planning and Execution
- Test Environment Building and Deployment

2005 - 2006

DESIGN TEAM LEAD

Channel Advisor

Responsibilities:

- Team Management
- Task Allocation
- Website and Online Catalogue Design
- Communication with the Client and Onsite Team

2004 - 2005

PRODUCT DESIGNER

Hoya Trading HK Ltd.

Responsibilities:

- Creating and developing product for various clients like Disney, Walmart and Home Depot
- Researching trends for different consumer products
- Website and Online Catalogue Design
- Communication with the Client and Onsite Team

EDUCATION

2021

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

Dublin, Ireland

1998 - 2003

BACHELOR OF SCIENCE, ACCOUNTANCY

University of the East - Manila

Recto, Manila, Philippines

1994 - 1998

SECONDARY EDUCATION

Holy Rosary Parochial Institute

Orani, Bataan, Philippines

CERTIFICATION

2021

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

Dublin, Ireland

www.digitalmarketinginstitute.com

2021

PCM DIGITAL MARKETING

American Marketing Association

Chicago, Illinois, USA

www.ama.org