JAZMINE IRA A. FEDALIZO

Head of Customer Success & After-Sales *(Present, Dexterton Corporation)*
Manila, Philippines | jazmine.fedalizo@gmail.com | +63 917 521 2677 | jazfedalizo.com
LinkedIn: www.linkedin.com/in/jazminefedalizo/ | Open to relocation & hybrid roles globally

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PROFESSIONAL SUMMARY

- Multidisciplinary operations and marketing professional with **9+ years of experience** leading business projects, managing cross-functional teams, and developing strategies for client services, experience, and brand communication.
- Skilled in project coordination, strategic planning, and business operations.
- Currently heading customer success and after-sales with a strong foundation in team leadership, strategic operations, client engagement, and digital marketing.
- **Open to hybrid roles globally**.

CORE COMPETENCIES

- Strategic Planning & Execution
- Operations & People Management
- Project & Marketing Management
- Cross-Cultural Team Leadership
- Internal/External Communications
- Digital Marketing Strategy
- Client Services
- SEO, Social Media & Content Writing
- E-Commerce Management

PROFESSIONAL EXPERIENCE

Dexterton Corporation – Head of Customer Success & After Sales *(August 2026-Present)*

- Builds the shift from reactive repair to proactive lifecycle governance, introducing milestone health checks ahead of warranty expiration so issues surface before the client ever raises them.
- Launched tiered technical service subscriptions across multiple deployment periods, converting a cost-center function into a recurring high-margin revenue stream.
- Leads post-purchase operations end-to-end—white-glove delivery, warranty management, and proactive account health—holding decision authority on service recovery and fulfillment prioritization.

Dexterton Corporation – Service & E-Commerce Department Manager *(August 2025-August 2026)*

- Leads customer service operations, e-commerce initiatives, and internal cross-functional team collaboration for one of the Philippines' leading premium and luxury home furnishing companies.

Payreto Services – Marketing Project Coordinator *(Aug 2024–Aug 2025)*

- Spearheaded digital marketing projects across various teams and verticals.
- Developed internal and external communications, managed content pipeline.
- Led brand development efforts, aligning with the company's B2B strategy.

De La Salle–College of Saint Benilde – Professor (Part-Time) *(Aug 2023–Aug 2024)*

- Instructed courses on design thinking, marketing communication, and business principles.

Truelogic, Inc. – Marketing Writer *(Jan 2023–Aug 2024)*

- Created SEO-optimized content for multiple digital campaigns.
- Contributed to brand visibility efforts through blogs, web content, and paid ads.

KCurated by Interior Crafts of the Islands – Marketing Consultant *(Sep 2021–Apr 2023)*

- Proposed and implemented an integrated marketing launch campaign.
- Evaluated metrics and adjusted strategy post-launch.

Cyberbacker – Marketing Manager, Social Media Manager, Transaction Coordinator *(Nov 2020–Dec 2022)*

- Managed social media content and strategy for a US-based real estate firm.
- Oversaw marketing and training teams for remote work settings.
- Facilitated onboarding and coaching for incoming Cyberbacker talent.

AXA Charter Ping-An – Non-Life Insurance Sales Agent *(Nov 2017–Nov 2021)*

- Sold insurance plans unique to individual client risk profiles.

Conforto Furniture – Managing Director *(Mar 2018–Oct 2020)*

- Founded and operated a furniture business handling sourcing, design, production, and sales.
- Directed all operations from concept to delivery.

Office Essentials Systems Furniture – Technical Designer *(May 2017–Oct 2018)*

- Produced 2D/3D technical furniture drawings for customized corporate spaces.

The Space Coaster – Design Intern *(Apr 2015–Aug 2016)*

- Designed toy prototypes and exhibited work at national conventions.

EDUCATION

Master's in Marketing Communications
De La Salle University, Manila, Philippines

Bachelor of Science in Industrial Design
De La Salle–College of Saint Benilde, Manila, Philippines

LANGUAGES

- English (Fluent)
- Tagalog (Native)

TECHNICAL SKILLS

Marketing & Admin Tools:

- Google Suite
- MS 365
- Google Analytics
- Google Ads
- Notion
- Mailchimp
- Ahrefs
- SEMrush
- Ubersuggest
- GoDaddy
- WordPress
- Wix

Design Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- AutoCAD
- SketchUp
- V-Ray
- SolidWorks
- KeyShot
- Filmora
- CapCut

Aritifical Intelligence (AI) Tools:

- ChatGPT
- Claude
- Gemini
- Grok
- Canva AI

PERSONAL STATEMENT

I'm excited to bring multicultural experience and a multidisciplinary approach to a new professional home. I am passionate about driving meaningful (business) operational initiatives, working with diverse teams, and growing in a dynamic, global environment.

REFERENCES

Available upon request