

JAZMINE IRA A. FEDALIZO

Service & E-Commerce Department Head (*Present, Dexterton Corporation*)
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LinkedIn: www.linkedin.com/in/jazminefedalizo/ | Open to relocation & hybrid roles globally

PROFESSIONAL SUMMARY

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

CORE COMPETENCIES

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

PROFESSIONAL EXPERIENCE

Dexterton Corporation – Service & E-Commerce Department Head (August 2025-Present)

- 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
- KW Command (Real Estate CMS)

Design Software:

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

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