

JAZMINE IRA A. FEDALIZO

Service & E-Commerce Department Head (*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

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