MARIANNE JAEN

Creative Strategy and Media Buying

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Profile

Creative strategist in training with FAMA.ph (Facebook Ads Mastermind Academy Philippines), bringing research, analytical problem-solving and stakeholder communication from recruitment and customer support. Turns customer and competitor research into concepts, messaging angles, hooks, video and static briefs, and proposed testing plans. Independent portfolio covers ecommerce and local lead generation, with clear distinctions between evidence, hypotheses and results.

Selected Creative Strategy Projects

Independent projects | 2026

Public-research, simulated-data and hands-on demo projects; no client engagements or launched campaigns.

- Advanced Insulation: Built a connected research-to-brief project for a Winnipeg service business, translating customer concerns into concepts, a selected messaging angle and three shortlisted hooks.
- Advanced Insulation: Developed a video script with line-matched visual directions and three opening variants, plus a static brief with headline options, visual hierarchy and production requirements.
- Ridge and Monos: Turned sourced customer and competitor research into assessed concepts, shortlisted creative directions, developed briefs and proposed validation plans for Canadian audiences.
- Cozy Cup: Analyzed simulated ad performance using CTR, purchase CPA, AOV and ROAS; explained evidence gaps and proposed a controlled message test in a visual performance report.
- HighLevel: Built and tested landing pages, a booking calendar, CRM pipelines, and appointment and proposal follow-up workflows in an independent demo project.

Professional Experience

Customer Care Specialist - Spanish

HelloConnect Inc. | Feb 2023 - Aug 2024

- Resolved customer inquiries across voice, chat and email, managing multiple live chats while maintaining accuracy and responsiveness.
- Analyzed issues against account policies and used Slack to share problems, solutions and trends with supervisors and cross-functional teams.

Spanish Operations CSR II

TELUS at Google | Jun 2021 - Feb 2023

- Investigated customer cases, explained solutions in Spanish and kept product and policy knowledge current.
- Coordinated with supervisors and other teams on recurring issues; worked remotely from June 2021 through April 2022.

Professional Experience Continued

Recruitment Consultant
Enggsol Pte Ltd. | Apr 2018 - May 2021

- Translated client requirements into sourcing and screening criteria for temporary and permanent IT and engineering roles in Singapore.
- Built candidate pipelines, conducted interviews and coordinated with recruitment managers to meet hiring timelines.

Program Coordinator and MSP Representative
Pontoon Solutions at Google | Jun 2017 - Feb 2018

- Delivered orientation presentations for new starters in the Americas and prepared monthly onboarding reports for service-level agreement tracking.
- Coordinated onboarding and worker lifecycle changes with clients, suppliers and internal teams, using vendor management and ticketing systems.

Senior Recruiter IV
PSG Global Solutions | Jun 2013 - Jul 2017

- Managed full-cycle recruitment for Fortune 500 clients across finance, engineering, manufacturing and pharmaceuticals, from sourcing and screening through offers and placement.
- Partnered with hiring managers to clarify requirements, present candidate shortlists and maintain accurate pipeline records.
- Completed the Recruitment Team Manager training program, covering performance analysis, root-cause analysis, coaching and SMART action planning.

Additional Experience

Spanish Language Subject Matter Expert | Freelance with Innodata | Jul - Nov 2020

Evaluated Spanish-language text and images for relevance and content quality against project requirements.

English Communication Specialist | Keyeye for English | Dec 2010 - Sep 2011

Taught English online from home and prepared daily and monthly student progress reports.

Education and Training

Media Buying and Creative Strategy Program | FAMA.ph (Facebook Ads Mastermind Academy Philippines)
Aug 2026 - Present | In progress; expected completion November 2026

Bachelor of Science in Information Technology
Polytechnic University of the Philippines | 2006

Spanish Language | Instituto Cervantes Manila
Intermediate B2.1 | 2019 - 2021

Tools and Languages

Meta Ads Library; Meta Ads Manager reporting (training); HighLevel; Slack; Microsoft Word, Excel, PowerPoint and Outlook; Google Docs, Sheets, Slides and Drive; Workday, Bullhorn, Lever and SAP Fieldglass.

English; Spanish (B2.1).