

MARIANNE JAEN

Media Buyer & Creative Strategist

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PROFILE

Media buyer and creative strategist in training with FAMA, bringing a decade of root-cause problem-solving and cross-functional stakeholder management into performance marketing. Builds every recommendation on evidence: diagnosing Meta ads accounts for policy, offer, and tracking issues; producing sourced market research; and testing creative against a pre-set success threshold rather than a gut call. Eight years managing full-cycle recruitment and MSP vendor relationships for Fortune 500 accounts. Bilingual in Spanish (B2.1).

TRAINING

Media Buying & Creative Strategy Program, FAMA (famaph.com) Aug 2026 – November 2026 (100-day program)

MEDIA BUYING & CREATIVE STRATEGY — PRACTICE PORTFOLIO

Projects built during the FAMA program to demonstrate method end to end — not client engagements or live ad accounts. Full write-ups at mariannejaen.com.

- Meta Ads Diagnostics — audited real, publicly available ad accounts (Loop Earplugs, West Shore Home, CXL Institute, Noom) for policy risk, offer strength, and pixel/tracking integrity, end to end.
- Market Research & Customer Insight — built evidence-based research packs (Sunnies Face, Ridge, Airbnb, Iman Gadzhi), tracing every claim to a public, citable source across 5-7 source types per project.
- Research Quality Audits — independently re-audited own research for source traceability, correcting citation and evidence-count errors rather than letting them stand.
- Creative Strategy & Testing — built a full brief-to-script creative strategy on a practice brand, then a structured test-and-scale plan with the success threshold set before results came in.
- Performance Diagnostics — applied breakeven target-setting and the FAST framework (Funnel, Attention, Spend, Tracking) to diagnose account performance issues using practice scenarios and real exported ad data.

PROFESSIONAL EXPERIENCE

Customer Care Specialist — Spanish (Voice, Chat, Email) — HelloConnect Inc. Feb 2023 – August 2024

- Deliver customer service across voice, chat, and email, managing multiple live chat sessions concurrently while maintaining accuracy.
- Diagnose customer issues against account policy and escalate cross-team problems, solutions, and trends.

Spanish Operations CSR II — Telus at Google Jun 2021 – Feb 2023

- Resolved customer cases in Spanish across voice and chat, maintaining up-to-date product and policy knowledge.

Recruitment Consultant — Enggsol Pte Ltd. Apr 2018 – May 2021

- Managed full-cycle IT/Engineering recruitment for Singapore-based clients — sourcing, screening, interview coordination, and offer negotiation.
- Built and maintained a passive-candidate pipeline via LinkedIn Recruiter, Monster, JobStreet, and JobsDB.

Program Coordinator / MSP Representative — Pontoon Solutions at Google Jun 2017 – Feb 2018

- Managed worker lifecycle activities (extensions, transfers, exits) and onboarding for the Americas region within Google's MSP program, tracked through VMS and internal ticketing.

Senior Recruiter IV — Full-Cycle Recruiting — PSG Global Solutions Jun 2013 – Jul 2017

- Full-cycle recruiting for Fortune 500 clients across Finance, Engineering, Manufacturing, and Pharma; managed candidate pipelines end to end from sourcing through placement.
- Graduate, Recruitment Team Manager (RTM) Program, Batch 09 — daily performance management, root-cause analysis, and SMART action planning for a team of recruiters.

EARLIER EXPERIENCE

Senior Customer Service Specialist, Convergys 2011 – 2013
English Communication Specialist, Keyeye for English 2010 – 2011
English Communication Specialist, Education E-lamp 2008 – 2009
Customer Service Representative, Teletech 2006 – 2008
Customer Support Specialist, IBM Daksh 2006

EDUCATION

B.S. Information Technology, Polytechnic University of the Philippines
Spanish Language, Intermediate (B2.1), Instituto Cervantes Manila

SKILLS

Meta Ads Manager reporting · Meta Ad Library & Business Suite · Root-cause & data analysis · Market research & source verification · Applicant Tracking & Vendor Management Systems (Workday, Bullhorn, Lever, SAP Fieldglass) · Google Workspace & Microsoft Office · Stakeholder management & negotiation · Spanish (bilingual, B2.1)