

OBJECTIVE

Online Marketing + Social Media

SUMMARY

- ✓ Marketing Communications professional with 6 years of solid and extensive experience in public relations, communication principles implementation, marketing collateral conceptualization and production, media servicing, events promotion and coordination, marketing techniques, people management, organizational management, and publication management as learned through combined experience gathered from an "AAA" resort, business support organization and an advertising agency.
- ✓ Received international training in trade fair participation, traditional and non-traditional promotions, marketing strategy formulation and implementation from The Netherlands.
- ✓ Ezinearticle.com Expert Writer (http://ezinearticles.com/?expert=Ruben_Licera) and also a regular contributing writer to international | domestic print and online publications since 2003.
- ✓ Professional blogger (www.pinoyworld.org, www.pinoytraveller.com and upcoming www.rubenicera.com)
- ✓ Social media, online marketing and social networking specialist since 2007.
- ✓ Provided SEO writing for www.donnaabbreu.com, www.shopbest.com, www.stayonthemap.com, www.smorty.com and etc.
- ✓ Received international exposures in international trade exhibitions operations and management in Germany, France, and Singapore.
- ✓ Highly organized. Planned and coordinated numerous events, civic activities, and sales meetings, co-organized international exhibitions, organized youth activities, and recruited volunteers for an international sports event.
- ✓ **SKILLS:** Marketing and sales management, strong people handling skills, strong organizational skills, leadership and problem solving abilities, multi-tasking, can work under pressure, creative and analytical.
- ✓ **STRENGTH:** Interpersonal Communication, team player, adaptable, flexible, time management and result-oriented.
- ✓ **ACADEMIC:** Graduate of AB Journalism and Masters in Business Administration from reputable universities in the Philippines

PROFESSIONAL EXPERIENCE

SEO Project Manager

[From June 11, 2010 to September 15, 2010]

SEO AND SOCIAL MEDIA LLC

📍 Utah, USA

Project and Marketing Director

[From May 10, 2010 to September 10, 2010]

STAY ON THE MAP, LLC

📍 Denver, Colorado, USA

Internet Online Marketing + Social Media Consultant

www.rubenicera.com

[From January 2010 to present]

SUMMARY: Provides expert opinion and step-by-step seminar-workshop to companies on how to generate client prospects, interest and income from social media sites like facebook, twitter, linkedin, friendster, plurk among others. This is on-call basis.

SEO | Online Marketing Specialist [Project Based]

[From May 14, 2010 to June 14, 2010]

EASY INTERNET SERVICES – UK (www.easy-internet.co.uk)

📍 Telford, Great Britain

SUMMARY: Provides SEO Support for existing projects which includes the following:

- a) develop unique online content for client's websites, newsletters, e-mails and other marketing communications tools. As copywriter,
- b) edit and revise simple articles to make it SEO-friendly befitting to the pre-determined SEO keyword target of the clients. I also collaborate closely with assigned site administrators and programmers to identify SEO "loopholes" and provide alternative solutions.
- c) ensure that every sites developed are social media tool ready and friendly ensuring maximum exposure for each site, pages and posts.
- d) Perform link building task, as required, for sites gaining reputation.

Freelance SEO Writer

[From November 2007 to Present]

Smorty.com, DonnaAbbreau.com, Shopbest.com

SUMMARY: Wrote more than 140 articles for the whole duration of the project. Established rapport with bloggers in my own league Learned the importance of SEO keyword-rich articles in off-page and on page SEO.

Public Relations & Marketing Officer

Covers **events management, corporate communications, public relations, marketing research, online marketing and social media**

[From January 23, 2008 to May 10, 2010]

Maribago Bluewater Beach Resort

📍 Buyong Maribago, Mactan Island, Cebu, PHILIPPINES

☎ (63 32) 492 0100 | (63 32) 232 5411

ONLINE MARKETING OFFICER

- Handles group of online marketing professionals tasked in implementing marketing campaigns in the world wide web in achieving sales and public relations goals. Activities handled as project head involves **online customer relations** via skype, ym and email correspondence, **creation of e-mail blast newsletters, auto responders installation and feed subscription, link building** [directory, forums, blogs and website link submissions],and **article marketing**.
- Maintains close relationship with Philippine-based bloggers.

PRESS RELATIONS

- Provide writing and editing support for all outbound communication including all promotional materials, website content, press releases, reports and other possible documentation
- Review and edit existing promotional materials for marketing effectiveness, cross-selling implications and adherence to brand guidelines.
- Develop Media and PR strategies that cover all activity streams for promotional campaigns, activities and events which meet operational and business requirement and support the achievement of marketing objectives.
- Coordinate communications projects with vendors and contractors for the development and production of event promotional materials, web site production and other collateral.
- Ensure all communication materials contain clear, consistent messages and comply with copyright and brand requirements
- Achieve frequent, timely and positive media coverage and its program across all available media.
- Coordinate PR events and activities on regular basis

MARKETING

- Manages the Marketing Department Budget
- Conceptualize, plan and implement all Marketing related activities inside the resort.
- Assist in developing new revenue sources through exhibits and event sponsorships
- Keeping track of all the proposed & upcoming projects.
- Active liaising with all the clients, suppliers, media, and advertising agencies.
- Gather intelligence on market performance, track & evaluate movement of market and accordingly recommend options for new projects.
- Manage and effectively use the acquired database as a primary marketing tool and plan innovative ideas and various mediums to retain them.
- Executing key tactics identified in the marketing plan by writing briefs, coordinating production, managing critical paths, and monitoring budgets, tracking and reporting results.
- Perform the duties and responsibilities of a Gallery Coordinator for Bluewater Gallery

Market Development Specialist [International Advertising and Promotions]

[From December 5, 2005 to January 15, 2008]

Cebu Furniture Industries Foundation, Inc (CFIF)

📍 3/F LDM Building, MJ Cuenco corner Legaspi Street, Cebu City

☎ (032) 253-3091 | 253-2074

SUMMARY: Supervises and Responsible for the conceptualization, planning, development and implementation of Events Management, Corporate Communications, Public Relations, Marketing Research and Customer Service Programs for International and Domestic Advertising and Promotions Plan for Cebu International Furniture and Furnishings Exhibition (Cebu X). For more information about Cebu X, log-on to www.cebuexhibition.com.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Handles communication, servicing, and concept development of Cebu X brand in different international shows through extensive marketing communications program.
- Develops and maintains a comprehensive list of press, media, and community communication mediums; writes, produces, and distributes press kits, feature stories, calendar listings, public service announcements (PSAs), and other items related to the event.
- Propose and carry out approved Communications Plan by the Promotions Committee of the Fair Management Team.
- Provide high level of service to existing and potential commercial partners of Cebu International Furniture and Furnishing Exhibition (or Cebu X) standards and identifying and resolving barriers to the development and marketing of Cebu X.
- Manage Cebu X relationships with portfolio and identifying opportunities to maximize the exhibition sales.
- Identify and establish relationships with prospective commercial partners of the Cebu X.
- Perform other duties and responsibilities

Creative and Operations Supervisor

[From February 4, 2003 to December 5, 2005]

CREWorks ASIA PR, Advertising, and Special Events Management

Unit 204, JETHOUSE building, 32-6 Osmeña Blvd, Cebu City, PHILIPPINES

(032) 255-1077; 255-3518 | 254-8508

SUMMARY: Responsible for the conceptualization, planning, development and implementation of Advertising and Promotions Plan, Events Management, Corporate Communications, Public Relations, Marketing Research and Customer Service Programs of all VISAYAS and MINDANAO clients and accounts.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Reports directly to the President/CEO; manage the over-all operations of the advertising agency in VISAYAS AND MINDANAO Area.
- Develops and maintains a comprehensive list of press, media, and community communication mediums; writes, produces, and distributes press kits, feature stories, calendar listings, public service announcements (PSAs), and other items for all sponsored events.
- Supervises/ Conducts media relations efforts; establishes and maintains contacts with key media personnel; develops and implements press conferences, photo sessions, special events, promotional activities and press/media events.

- Supervises in the development of and manages production and delivery of publications, including season brochures, flyers, posters, direct mail promotions, calendars, and other marketing support materials; writes designs, and produces materials and publicity plan, as required.
- Provides HR support for Visayas and Mindanao clients branch supervisors.
- Assists with sales and market analysis and supervises evaluation of public relations programs.

Business Development Officer

OGM – Secretary/ Scheduling Officer

Area Supervisor/ Business Development Officer – TRAINEE

Operations Clerk

Service Crew – Senior Team Leader (STL)

[from February 15, 2001 to August 22, 2005]

Burger Machine Cebu, Incorporated

1120 H. Cortes St., Banilad, Mandaue City

The 2-year stint from Service Crew to Business Development Officer (BDO) provided a solid informal education in marketing, accounting, organizational and human resource management, cost analysis and quality service assurance. My adept skills in performing assigned task beyond expectation served as catalyst of my immediate promotions.

SEMINARS AND TRAININGS PARTICIPATED from 2000

INTERNATIONAL

- **Delegate, CBI IntFair XVII in Rotterdam, The Netherlands on August 29 to September 7, 2007.** The IntFair training aims to improve the knowledge and skills of BSO staff in the field of collective trade fair participations in Europe. The program consists of a mix of lectures, a case study, field visits and group exercises. During the training program the following subjects was covered: **selection of suitable exhibitions; criteria and procedures for selecting exhibitors, stand lay-out and design principles, project management including budgeting and financing, and promotion and public relations.**
- **International Observer, Koln Messe + GAFA** at Cologne, Germany on September 2007.
- **International Observer, Salon de Meuble** at Paris, France on September 18, 2007 - September 21, 2007
- **International Observer, SWU MBA for Executives Batch 6 Educational Tour to Singapore and Malaysia** on April 5 to April 8, 2007

REGIONAL

- Participant, **Juvenile Justice and Welfare Act** on June 30, 2007 at IBP Social Hall, Cebu City, Philippines
- Participant, **Web Based Market Research & Website Promotion** by Center for the Promotions of Export from Developing Countries (CBI) The Netherlands on March 28-30, 2007 at Cebu City, Philippines
- Participant, **Project Proposal Preparation** by **Confederation of Scientific & Professional Organizations (COSPO)** held at DOST R7 Conference Room, Banilad, Cebu City on May 18, 2007
- Participant, **Creative Teambuilding Workshop by Confederation of Scientific & Professional Organizations (COSPO)** at Club Serena Resort and SPA, Moalboal, Cebu, Philippines on August 18, 2006
- Participant, **Financial Management and Control Series by PEARL2** at Casino Español, Cebu City on May 15 to 16, 2006
- Participant, **Research: The Base for Successful Product Development** by CFIF, EU-ASIA INVEST and SEQUA on July 27-28, 2006 at Sarrosa International, Cebu City
- Participant, **Trends in the International Context** by CFIF, EU-ASIA INVEST and SEQUA on July 27-28, 2006 at Sarrosa International, Cebu City
- Participant, **Interpretation and Implementation of Trends** by CFIF, EU-ASIA INVEST and SEQUA on July 31, 2006 at Sarrosa International, Cebu City
- Participant, **Trends in Furniture and Furnishings** by CFIF, EU-ASIA INVEST and SEQUA on August 1, 2006 at Sarrosa International, Cebu City
- Participant, **Design & Market Updating Program Trends Briefing on US/European Market** conducted by PDDCP at Casino Español, Cebu City, Philippines on March 16, 2006.
- Delegate, **Youth's Voice Forum-Workshop** conducted on 23 May 2007 at Ecotech, Lahug, Cebu City
- Participant, **ISO:9001:2000 Awareness Course** conducted by CFIF at DTI Regional Office 7, Cebu City, Philippines on June 20, 2006
- Participant, **Online Journalism conducted by C4J** on October 25, 2005
- Participant, **Anti-Death Penalty Advocacy Training and Workshop** on May 21-22, 2005 in Talisay City, Cebu
- Participant, **Commission on Human Rights-EU Human Rights Dialogue: Death Penalty and Restorative Justice** in Waterfront Cebu City on November 30, 2005.
- Participant, **Excellence in Your Workplace Seminar** by OMF Literature in Cebu City on October 1, 2005
- Panelist, **1st THE VISAYANIAN Survivor in University of the Visayas** on July 9, 2005
- Delegate, **65th CEGP National Convention** in Davao City on May 23-27, 2005
- Cebu Province Delegate, Elected Chairperson on Values Formation Committee, **5th NATIONAL YOUTH PARLIAMENT** held in Legaspi City, Albay on September 2004.
- Participant, Human Rights Advocacy **Trainer's Training Seminar by UNDP** and MTB-RBJ on July 2004
- Delegate, **Digital Video Boot Camp** conducted by **Global Expansion Media Network [GEMnet TV]** on May 2004
- Participant, **FGD on FISCAL CRISIS** by Freedom from Debt Coalition (FDC) on September 2004.
- Participant, **INC Cebu South District Planning Conference** on December 6, 2002
- Delegate. **NEU- Leadership Enhancement and Development [LEAD]** Seminar in 2000

EVENTS MANAGED AND HANDLED from 2000

INTERNATIONAL

- **Market Development Specialist for International Promotions, Advertising and Press Relations for Cebu X 2006 (26 Feb 01 - Mar 2006) and Cebu X 2007 (26 Feb 01 - Mar 2007) at Waterfront Cebu City Hotel and Casino, Salinas Drive, Cebu City, PHILIPPINES.** Cebu International Furniture and Furnishings Exhibitions (Cebu X) is one of Asia's foremost international furniture show recognized by it's peer as one of the most organized shows and for it's unique boutique style presentation of the show. Cebu X is tagged as "the home lifestyle design destination of Asia."
- **Secretariat Volunteer, APEC Business Advisory Council (ABAC) Shangri-la Hotel in Mactan Island on August 08 - August 12, 2006.** The APEC Business Advisory Council (ABAC) was created by the APEC Economic Leaders in November 1995 to provide advice on the implementation of the Osaka Action Agenda and on other specific business sector priorities, and to respond when the various APEC fora request information about business-related issues or to provide the business perspective on specific areas of cooperation.
- **AREA COORDINATOR FOR DANA O CITY** Volunteer Committee under National Youth Commission (NYC) for **SOUTHEAST ASIAN GAMES on November 27 to October 5, 2005**

REGIONAL

- **Organizer, TREASURES OF THE SOUTH: A Regional Trade Fair 2007** at SM City Cebu Trade Hall, Cebu City on November 30 to December 3, 2007.
- **Consultant, Christian Brotherhood International (CBI) Planning and Workshop** on November 19-20, 2007
- **Project Director, Iglesia Ni Cristo's Christian Youth Month 2007** (a whole month activity held in the ecclesiastical district of Cebu South) on October - November 2007.
- **Project Director, Iglesia Ni Cristo's General Youth Assembly 2007** (a whole-day affair of activities primarily targeted to the youth in the ecclesiastical district of Cebu South) on June 16, 2007 in Cebu City Locale, Cebu South District, Philippines
- **Project Consultant, 2007 STUDENTS' ACQUAINTANCE Day!** Led by CBI Cebu South on August 6, 2007 at Family Park, Talamban, Cebu City.
- **Exhibitor, ASEAN Business and Investment Summit** on December 7 to 10, 2006 at Waterfront Cebu City Hotel and Casino, Cebu City, Philippines.
- **Exhibitor, The Best of Cebu 2006 Exhibit** on December 7 to 16 at Cebu International Convention Center, Mandaue City, Cebu.
- **Guest Speaker, 1st Journalistic Skills Seminar 2007** in University of the Visayas on October 28, 2006
- **Head Facilitator, Christian Brotherhood International (CBI) Concepts and Basic Mechanism of Team Building** on 20 May 2006 at Cebu City, Philippines.
- **Producer, MELANIE MARQUEZ IN CEBU TOUR and PRESS CONFERENCE** on June 18-19, 2005
- **Producer, MELANIE MARQUEZ IN DAVAO TOUR and PRESS CONFERENCE** on August 19, 2005
- **Facilitator, SEA GAMES Volunteers Trainer's Training Seminar for Team Leaders** conducted by NYC for SEA Games on November 13, 2005
- **Facilitator, Cebu City Local Youth Development Planning [LYDP]** of Cebu City organized by Sangguniang Kabataan Federation of Cebu City on October 27-29, 2005.
- **Exhibit head, LIVERMIN, VITAGINSENG and RENEW PLACENTA Booth during the Drugstores Association of the Philippines (DSAP) Annual Convention** held in CDO City on September 6-8, 2005
- **Organizer, TOTAL LEADERSHIP SEMINAR SERIES** conducted by CBI for School year 2003- 2006.
- **Organizer, University of the Visayas - Supreme Student Council Fellowship and Leadership Training Camp** at Cebu City, Philippines
- **Producer, "YOUR LIVER AND YOUR HEALTH" Alagaan Ating Atay Health Program** for Psalmstre Enterprises for FY 2004-2005.
- **Producer, "THE EFFECTS OF SILYMARIN AND GINSENG IN YOUR HEALTH"** Seminar in Cagayan de Oro City on September 5, 2005
- **Producer, "THE EFFECTS OF SILYMARIN AND GINSENG IN YOUR HEALTH"** in Davao City on Sept. 10, 2006 with Dietmar Rummel
- **Exhibitor, NATIONAL HEALTH EXPO** in SM City Cebu on September 14-18, 2005
- **Exhibitor, KRG Exhibit in E-mall** on June 22-26, 2005
- **Organizer, 1st CBI Adventure Camp for Student Leaders** on May 2005
- **Organizer, 1st THE VISAYANIAN Adventure Camp** in Moalboal, Cebu on April 2005
- **Organizer, THE POSITIVE EFFECTS OF SILYMARIN & GINSENG IN YOUR LIVER** in Cebu City on January 22, 2005
- **Head Coordinator Youth Volunteers Committee, Iglesia Ni Cristo Family Fun Day** on December 25, 2004 in Labangon, Cebu City
- **Organizer, THE VISAYANIAN JOURNALISM SEMINAR ON NEWS WRITING** in University of the Visayas (UV) on September 10, 2004
- **Organizer, THE VISAYANIAN JOURNALISM SEMINAR ON FEATURES WRITING** in University of the Visayas (UV) on September 13, 2004
- **Organizer, THE VISAYANIAN JOURNALISM SEMINAR ON SPORTS WRITING** in University of the Visaya (UV) on September 15, 2004
- **Deputy Director, INC: A Musical Presentation**, Mandaue City Cultural & Sports Complex on July 25, 2004
- **Speaker, The Art of Field Reporting**, University of San Jose Recoletos on June 29, 2004
- **Head Coordinator Youth Volunteers Committee, Iglesia Ni Cristo Family Fun Day** on December 25, 2003 in Cebu City Sports Center, Cebu City
- **Publicist, Fashion 30th** in SM City Cebu on April 2003
- **Publicist, Fashion 30th** in SM City Cebu on January 2003

EDUCATION

Primary Education	MIPUTAK WEST ELEMENTARY SCHOOL Amatong St., Dipolog City	Graduated March 1992 SALUTATORIAN
Secondary Education	ANDRES BONIFACIO COLLEGE College Park, Dipolog City	Graduated March 1996 SPECIAL AWARDEE
Tertiary Education	UNIVERSITY OF SOUTHEASTERN PHILS. Barrio Obrero, Davao City	
	NEW ERA UNIVERSITY Central Avenue, New Era, Cebu City	
	UNIVERSITY OF THE VISAYAS Colon Street, Cebu City	COURSE: AB- Journalism Graduated October 2004
		Editor-In-Chief, VISAYANIAN <i>(Official University wide Student Publication)</i>
Graduate Studies	SOUTHWESTERN UNIVERSITY Vicente Urgello Street, Cebu City	COURSE: Master of Business Administration (MBA) Graduated May 2007

SYSTEMS PROFICIENCIES

Proficient with numerous word-processing (Word, Excel), desktop-publishing (Adobe Pagemaker and Photoshop, Corel Draw, spreadsheet, Internet Macros, Social Media Networks/Tools video and powerpoint presentations, internet, and communications software applications on both Windows and Mac OS platforms.