

KARLA MARSIA S. REY

CAPM®

e-mail: karla.rey@gmail.com

mobile: 0452 637 865

www.linkedin.com/in/karlamarsiarey

An experienced marketing and communications professional, having worked in multi-stakeholder development planning projects, print and digital publishing, corporate communications, and brand management.

SKILLS

- Digital marketing and advertising
- Content management
- Content (print and digital) production
- Art direction
- Copywriting
- Creative and SEO writing
- Event planning and management
- Architectural drafting and rendering
- Simplifying processes and procedures

SOFTWARE PROFICIENCIES:

- Platforms management: Facebook, Instagram, Google, LinkedIn, X
- Content management systems and tools: Hubspot, MailChimp, Issuu, Wix, Weebly, and Wordpress
- Digital graphic design/editing: Adobe Photoshop, Canva
- MS Office including Word, Excel, and PowerPoint
- Page design and layout: Adobe InDesign
- E-commerce platforms management: BigCommerce and Shopee

PROFESSIONAL EXPERIENCE

BrandNet Pty Ltd

Marketing Coordinator, November 2020 – May 2026

Leading marketing and design company based in Canberra, operating online stores for defence organisations, brand merchandising services to small and large businesses as well as the government.

Responsibilities:

Reporting directly to the managing director, responsible for developing and project managing all campaign deliverables against campaign calendars across all marketing platforms.

Key Accomplishments:

- Gained a 30% increase in email-driven revenue by implementing dynamic segmentation and behaviour-based messaging flows
- Spearheaded the end-to-end strategy for the affiliate marketing program, introducing standardised documentation and streamlined processes that boosted revenue by 28%.
- Managed production schedules for new collection releases and catalogues, including a special campaign for Air Force 100, the Royal Australian Air Force Centenary
- Created for and managed social media platforms, including community management
- Set-up and managed Meta campaigns, including rationalisation of annual advertising budgets
- Supported the sales and retail team with creative output and basic website updates

Next Generation Systems Pty Ltd.

Multiple Roles, Project-Based, May 2019 – November 2020

A technology consultancy company specializing in full life cycle management of technology solution delivery.

Responsibilities:

Ensure critical activities to meet business and program objectives are addressed as quickly and efficiently as possible, including changes to business processes, systems and technology, job roles, organization structures, branding and team enablement.

Key Accomplishments:

- Set-up of digital and online team collaboration tools and systems that quickly addressed the urgent needs of three business units to be able to operate amidst the CoVid19 restrictions
- Set-up of e-commerce site for a brand that specializes in hospitality venues for contactless purchases
- Working directly under the project manager for a 'go paperless' project

Philippine Department of Tourism - ANZ

Market Coordinator for Travel Trade, June 2017 – December 2018

The Philippine Government agency responsible for attracting leisure and business visitors from the Australia and New Zealand markets.

Responsibilities:

Oversee B2B product marketing and communications, conceptualised and organises events and activations related with travel trade in Australia and New Zealand. Planning and execution of integrated marketing campaigns across advertising, public relations, media, and digital channels.

Key Accomplishments:

- Launch of the Online Training Portal for Travel Trade on Philippine Tourism
- Fun Travel Experts Mega Familiarization Tour 2017 with 60 travel trade participants from Australia and New Zealand, the biggest organized for the ANZ
- Development of new Philippine Tourism products in relation with Australian-New Zealand
- Developed a simplified Philippine diving destinations brochure and part of the team that developed the new Philippine Tourism brochure for ANZ
- Planning and execution of the Philippine Tourism Sales Mission in New Zealand 2018 covering Christchurch, Wellington and Auckland
- Inaugural Reverse Road Show for Travel Managers 2018
- Creation of ads for print and digital marketing executions for both B2B and consumer travel
- Supported the delivery of fashion, trade, and industry events and programs to strengthen stakeholder and partner relationships.
- Conducted consumer research and market analysis to inform marketing strategies and campaign decisions.
- Collaborated with internal and external stakeholders to deliver multi-channel marketing initiatives aligned with organisational objectives.
- Monitored and evaluated campaign performance, providing insights and recommendations for continuous improvement.

PLN Australia Pty. Ltd.

Marketing and Legal Coordinator, September – December 2016

PLN is an Australian-based law firm specialising in cross-border and international business transactions. PLN assists a range of clients from high net worth individuals to multi-national corporations in a variety of ways including: inbound investment to Australia, outbound Australian investment or other overseas domiciled businesses investing in the Asia Pacific region.

Responsibilities:

Coordinated and managed, on a fixed term, part-time basis, the marketing and legal communications, including events in the Pacific Islands.

Key Accomplishments:

- Review and refreshing of the Pacific Legal Network's branding collaterals.
- Revamp of newsletter templates for each company that is part of the network.
- Conceptualization of newsletters' content and execution upon management's approval.
- Organized key events in the Pacific including assistance in Fairfax Legal's 10th Year Anniversary, a firm based in Papua New Guinea.

Pacific Development Holdings Ltd.

Group Marketing Coordinator, August - December 2015

Pacific Development Holdings Ltd. is the umbrella company of Kingsford (Hong Kong) Ltd., B. Van Zuiden (Asia) Ltd., and Eqoshade (Hong Kong) Ltd. Kingsford has its own manufacturing facilities for outdoor-grade furniture and furnishing solutions specially produced for the hospitality industry. BVZ Asia owns and manages distribution centres around Asia, with a focus on specialty fabrics and accessories for middle to high-end fabricators. Eqoshade is company that specializes in shade and awning solutions. All companies are involved primarily in B2B.

Responsibilities:

Managing corporate and product marketing and communications, overseeing a HK\$1.2 million co-op marketing budget and coordinating with a multi-cultural team (in-house and outsourced). Brand management across all offices (media relations, digital presence, corporate positioning, product launches, advertising, sales collateral and tradeshow participation) for brands owned (Suniture and Eqoshade) and brands with exclusivity agreements. Copywriting for all marketing and sales collaterals.

Key Accomplishments:

- Organized the participation in international expositions for the construction and building sectors
- Led market launch of new brands. Identified opportunities, researched new product possibilities, collaborated with the sales team and created presentations useful in the ASEAN region.
- Conceptualized and organized seminars for professional organizations
- Managed the migration of web content of the Suniture website from Wordpress to a proprietary CMS. Up time since migration has been 100%.
- Initiated the migration of external websites to provide for better scalability and capacity resulting in decreased page load times.
- Upkeep of the websites and social media sites' contents of all businesses.

B. van Zuiden Philippines Inc.

General Manager, August 2013 - July 2015

B. van Zuiden Philippines Inc. has two sales divisions: material distribution and fabrication/supply of finished products. Its primary business comes from supplying Sunbrella® fabrics and products made with Sunbrella to the domestic market.

Responsibilities:

Managed the operations and oversaw the profitability of the company. Assisted B. Van Zuiden (Asia) Ltd., the mother company, in handling ad hoc marketing requirements.

Key Accomplishments:

- Increased gross profit margins from an average of 27% up to as high as 43.45%.
- Increased net margins per project. Identified the optimal ways of importing branded materials sourced internationally into the Philippine market. Worked with the finance team for the most cost-effective importation procedures, considering factors such as quantity, material type, and lead times (standard and customer-required) and created costing formulas for these procedures.
- Reduced standard selling prices of finished products by as much as 40%. Identified local fabricators to produce non-branded accessories (tubes, bases for the umbrella range and stainless-steel accessories for shade solutions) that were at par with warranty requirements, while protecting design (chose to work with companies who signed Non-Disclosure Agreements), thereby eliminating importation costs.
- Siniture brand alignment as a hospitality supplier. Worked with the national sales manager and conceptualized a focused presentation for members of the Association of Hotel & Restaurant Purchasing Managers of the Philippines. Meeting was attended by 80% of the active professional members.
- Improved cash flow. By studying sales and accounts receivables history, enforced stricter payment schemes for new and previously delinquent accounts, and rewarding clients paying in full by offering incentives on cash and on-time payments.
- Strengthened business ties with key, profitable clients. Created more business from existing clients by offering better, merit-based payment terms and volume discounts.
- Reduced monthly fixed overhead. Worked with the finance, sales and production managers to optimize warehouse and production operations (resource and space requirements) without affecting sales commitments. All stocks (active and what remained of the non-moving) and only the necessary service machines were located into half the space of the original facility resulting in a fixed operational cost savings of 30%.

B. van Zuiden (Asia) Ltd.

Marketing Manager, January 2009 - July 2013

With offices in China (Guangzhou and Shenzhen), Philippines (Manila), Malaysia (Kuala Lumpur and Borneo), Thailand (Bangkok and Phuket), Vietnam (Ho Chi Minh), and with its head office located in Hong Kong, BVZ Asia® arguably holds the most extensive and strongest distribution network for Sunbrella® fabrics as well as other specialty fabrics and accessories in Asia.

Responsibilities:

In coordination with the BVZ Group General Manager, established and managed a centralised marketing support team that handled standard marketing materials requests and allocation for all offices, as well as ad hoc (i.e. trade show) support. Negotiated with supplier representatives, on behalf of the company, for marketing-related issues. Coordinated with external suppliers for marketing and advertising requirements of the company.

Key Accomplishments:

- Transformed the outdated corporate image into a more relevant and cohesive corporate brand.
- Developed the branding and marketing collaterals (web content, newsletters, brochures, press kits, business correspondences, advertising copies, among others)
- Centralized requests for marketing materials, assuring resources are fairly allocated for every office in the region.
- Changed the previously archaic website into a dynamic and functional website, improving information flow (active links, downloadable information sheets) and adding an effective sales tool for sales representatives.
- Created training presentations that enhanced the sales teams' understanding of specialized product features and helped them sell more effectively.

- Produced digital selling kits (that included brochures, videos, specification sheets, project references, among others) that highlighted key strengths of products for use in sales presentations. These digital selling kits were credited as instrumental in closing numerous big project deals, including offshore.
- Established CRM systems using freeware.
- Established an annual marketing budget. Initiated the turnover-based marketing support from the company's major supplier which resulted into a co-op marketing budget.

EDUCATION

UNIVERSITY OF SYDNEY – Center for Continuing Education

- Brand Management: Level 1, completed
- Marketing: Level 2, completed

SHAW ACADEMY

- Diploma in Digital Marketing

UNIVERSITY OF THE PHILIPPINES – School of Urban Design and Regional Planning

- Post Graduate Diploma in Urban and Regional Planning, 2005, graduate

UNIVERSITY OF THE PHILIPPINES – College of Architecture

- Bachelor in Landscape Architecture, 2000, "*Cum Laude*"