



DARLENE MODELO REGIS

Marketing Specialist, Business Manager, Journalist / Writer,
Corporate Communication & CSR Executive, & Event Organizer

Profile Summary

- A skilled overseas Filipino worker with 10 years of work experience in Qatar and 7 years in the Philippines, specializing in business management, digital marketing, advertising, sales, journalism, teaching, and event organizing
- Gained work experiences from the media, hospitality industry, luxury mall, fashion division, event management, educational institutions, and Business Process Outsourcing (BPO) companies
- Written and edited daily published articles for business materials, magazines, newspapers, and websites
- Conceptualized marketing and promotional campaigns
- Organized concerts, fashion shows, workshops, and other events
- Employed in retail division, responsible for brand management, sales report monitoring, item movement, procurement, purchase orders, logistics, and office administration
- Trained students in short courses including English Proficiency, Secretarial, Sales & Marketing, and Business English Correspondence

Work Experiences

DOHA, QATAR

• Marketing Executive

February 2023 to present

Katara Hospitality - Dana Club (Sales & Marketing)

• Contributing Writer

February 2023 to present

Qatar Tribune Newspaper (Nation Page)

• Business Manager

October 2019 to August 2022

Q-Tickets & Events W.L.L. (Events & Marketing Operations)

Contact Details

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- 🌐 [linkedin.com/in/darlene-modelo-regis](https://www.linkedin.com/in/darlene-modelo-regis)

Personal Details

- 📅 September 18, 1989
- ♀ Female
- 🇵🇭 Filipino
- 👤 Single

Education

PRIMARY

San Jose Central School,
Tacloban City, Philippines
1996 - 2001

SECONDARY

Leyte National High School,
Tacloban City, Philippines
2001 - 2006

TERTIARY

University of Cebu, Philippines
Bachelor of Arts - Major in English
2006 - 2010

RECENT STUDIES

University of the Philippines
Open University
Language & Literacy Education

Software Knowledge

- Retail Pro
- Adobe Creative Suite
- Adobe Photoshop & Pagemaker
- Canva Pro
- Hootsuite
- Meta Ads Manager
- TERA Publisher
- Oracle TIMS, LOG-SYS
- Adler System
- Microsoft SharePoint
- Google Analytics
- MSWord, Excel & Powerpoint
- WordPress & Website Publishers

Fields of Expertise

- Writing
- Editing
- Proofreading
- Production Shoot Coordination
- Covering News & Events
- Media Coverage Interviews
- Caption Writing
- Script Writing
- Blogging
- Guest Blogging
- Layouting
- Desktop Publishing
- Digital Marketing
- Sales
- Event Organizing
- Teaching

Core Competencies

- Journalism
- Media
- Social Media
- Advertising
- Sales
- Layout
- Graphic Design
- eCommerce
- SEO
- Retail
- Brand Management
- Fashion Division
- Event Production
- Business Development
- Content Production

Media Experiences

- Newspapers
- Magazines
- Press Agencies
- Websites
- Newsletters

• Marketing Manager

March 2018 to October 2019

UDDJs - **Doha City Event Management** (Marketing & Events)

• Brand Coordinator

May 2017 to April 2018

Design Hub, The Blue Group (Retail & Fashion)

• Part-time Trainer/Instructor

January 2018 to March 2019

Courses handled: English Proficiency, Sales & Marketing, Business English for Career Advancement, Microsoft Excel, Secretarial, & Office Management - in Ferrand Training Centre, Northfield Training Centre, Doha Educational Centre, and FTDC Qatar

• Fashion-Retail Office Assistant & Executive Assistant to the Retail Director

September 2015 to May 2017

Salam Studio & Stores, (Executive Office & Fashion)

• Journalist & Sales-Marketing Coordinator

April 2015 to August 2015

Desert Riders Publishing Co. (Editorial & Sales-Marketing)

PHILIPPINES

• Sales Executive, Company Writer, Marketing Associate

April 21, 2013 - April 21, 2014

iComm International - International Boeki Corporation (IBC) Japan (Marketing)

• Writer, Layout Artist, Marketing Officer

May 15, 2011 - April 17, 2013

Inquirer Publications, Inc. (Marketing)

• Content Writer

February 11, 2011 - May 5, 2011

Smart Traffic SEO, Inc. UK (Content Development)

• Marketing & Communications, eCommerce Marketing Staff

April 2010 - February 2011

Crown Regency Hotels & Towers – J King & Sons Company (Marketing & Communications)

• PR Writer, Marketing & Events Staff

October 2007 – March 2008

Elizabeth Mall – Elizabeth Gan-Go Corporation (Marketing & Events)

I hereby certify that the above details are true and correct according to the best of my knowledge and belief.


Darlene Modelo Regis