

Justin Angelo G. Manlulo

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Advertising graduate with superlative ideation for Branding, Market Research and Campaign Management. Outstanding experience in Content Creation and Ads Optimization. Market inquisitor by heart.

Education

De La Salle University

2014 - 2019

Bachelor of Science Degree in Advertising Management

Ateneo de Manila University

2010 - 2014

Secondary Education

Work-Related Experience

BIGO Live Philippines

JANUARY 2022 - PRESENT

Senior Marketing & Business Development Advisor

Designated to Business Development for new Talent Agencies acquisitions and Marketing to increase overall brand awareness.

- Maximized Facebook Ads to gather Talent Agency prospects that lead to 35 new Talent Agencies for Q4 of year 2021 and 170 new Talent Agencies from Q1-Q3 of the year 2022.
- Implemented 7 offline events which included booth presence for CONQuest, a self-organized private yacht party and the annual BIGO Philippines AWARDS GALA 2022.
- Handled BIGO Live's official TikTok page by producing content and daily hygiene postings.
- Cooperated with advertising companies to build a dedicated recruitment website and run programmatic ads that land to it.
- Supported PR initiatives by rolling out pre-event and post-event press releases that lead to 22 media pick-ups.
- Executed the weekly "Quiz Night" in-app event by collaborating with top broadcasters to administer the games on their livestreams for viewers to win virtual currency prizes.
- Managed 2 local celebrities to go live and reach their set-KPI for earning.

Marketing Operations - Gaming Program

AUGUST 2021 - DECEMBER 2021

Spearheaded the Gaming Program of BIGO Live by managing Talent Agencies and e-sports streamers to earn their monthly payout.

Grew the initiative upon assignment by:

- A pipelined audition process, utilizing Facebook Lead ads to reach more prospects, and educating scouts to improve their application qualities.
- Averaged 150 monthly applicants and doubled the total monthly roster of official BIGO Live gamers from September to December for the year 2021.
- Arranged an independent gaming tournament under the MOBA genre which was broadcasted in-app

Kollaboratory Media, Inc.

DECEMBER 2020 - AUGUST
2021

Content Executive

Handled 7 e-commerce accounts with categories in Automotive, Jewelry, Instant Food, Skin Care, Pharmaceutical, Construction and Advertising.

- Provided thematic content plans through industry research.
- Utilized client expenditure through Influencer-seeding, Social Media Ads and In-app promotional tools within Shopee, Zalora, BeautyMnl and Lazada.
- Contributed to 200% overachievement in monthly sales for more than 1,000 unique SKU's that lead to 3 renewed contracts with at least 30% budget increase for ongoing partnerships.

Huawei Technologies Philippines

MAY 2019 - FEBRUARY 2020

Sales Assistant

Performed as the overall national Sales Department coordinator assigned to handle Distributors, Dealers and Clients. Ensured stock inventories with the Channel team.

Routinary job functions included the following:

- Replenishing Demo Unit stocks to retailers.
- Monitoring stocks of newly-launched devices.
- Supervising incentive programs with Distributors.
- Arranging company events such as Sales Rallies, Dealer Gatherings and Product Launches.

McCann Worldgroup

SEPTEMBER 2018 -
DECEMBER 2018

Social Management Intern

- Assisted in tasks such as social media scanning, competitive analyses and pitch reviews.
- Developed, collaborated and defended a 360 campaign (ATL and BTL) for a client of the Agency through a thesis which concluded the undergraduate degree program of De La Salle University as the nominated leader of the group.

Honors

Best in Sales Support

DECEMBER 2019

Huawei Technologies Philippines

Awarded as the best in Sales Support for the operating year 2019.

First Honor Dean's Lister

2014 - 2018

De La Salle University

1st term AY2014-2015, 2nd term AY2014-2015 and 1st term AY2017-2018.

Second Honor Dean's Lister

2014 - 2018

De La Salle University

3rd term AY2014-2015, 2nd term AY2016-2017 and 2nd term AY2017-2018.

Recommendations

Available upon request.
