


Alfred Patrick Ramos

 alfredpatrickramos@gmail.com

 72005662

Summary

Passionate, creative thinker, and result-driven marketer with over 500+ marketing campaigns successfully launched. I specialized in digital transformation, digital marketing, Omni-channel marketing and product/brand marketing. I'm constant believer that data, customer empathy and technology is the key driver in a successful marketing campaign.

I'm currently working for Fone Haus the leading retailer and distributor of gadgets in Papua New Guinea & Timor Leste. Over the years I have helped major brands such as Samsung, Huawei, Mintt & JBL penetrate the market and launched awesome campaigns that converts.

Apart from launching campaigns, I spend my time developing and designing digital solutions that transform how we connect with our customers and transform how we work. Some of the projects that I've launch are: Fone Haus ecommerce system, Fone Haus learning app, & Nambawan Throphy Limited internal HR app, JBL Club Loyalty Platform

Experience

Multi Media Specialist - Marketing Manager

Fone Haus

Apr 2020 - Present (3 years 1 month)

Key Achievement 2020 to 2023

- Made the Fone Haus brand stronger through the improvement of Digital branding and constant creation of marketing campaigns that convert.
 - Successfully manage and grew brand equity of Samsung, JBL, and Mintt in Papua New Guinea
 - Establishment of Fone Haus sub brands such as Fone Fix, and FoneGeek
 - Improved Fone Haus ecommerce solution by rolling out a web application, and mobile application, with increase security measures, fraud detection, improvement on path to purchase, and better customer support
 - Increase Fone Haus online sales by an average 50% year on year and broke a record for 2021 increasing sales by 100% plus.
 - Established new process for dealing with customer journey through social media, email, and other digital platform with an average closing less than 24 hours closing time
- Created different application solution for the Nambawan Trophy Group
- JBL Club – A reward application designed to serve JBL customers and Fone Haus customer, first in south pacific. Design, develop and implemented
 - Inspire app – An application for our 2021 imitative to transform how we work and achieve our overall 2021 budgets.
 - Yumi App – A Group HR app for our employees to track their pay, attendance, apply for leave, apply for company loans and etc.
 - Fone Haus Learning – A learning app designed for Fone Haus employee to help them grow and learn
 - Fone Haus app – IOS & Android application, design and develop

Websites Design & Develop

- Mintt.com.pg – the first ever modern website for Mintt PNG
- Mintt.co – Develop, design website for Mintt Australia Market
- Nwtlgroup.com – Develop & design the rebranded website for our mother company
- Fonehaus.com.pg – 2020 redesign to make it modern and follow latest UX & UI principle

General Responsibilities at Fone Haus

- Handle marketing campaigns from planning to execution
- Work with different brands such as Samsung, Huawei, JBL, Nokia, Motorola etc to launch marketing campaigns. Ha



Multi Media Specialist - Marketing Manager

Fone Haus

Jan 2018 - Present (5 years 4 months)

Key Achievements – Before 2020

- Transformed Fone Haus marketing strategy from traditional marketing to Omni Channel Marketing strategy, making an average 30% year on year growth and achieving top brand awareness. Making Fone Haus the #1 choice for mobile phones and accessories
- Planning and execution of rebranding
- Conceptualized, planned and executed one of the first E-commerce solution in Papua New Guinea
- Established Samsung as the top mobile phone and accessories in PNG through constant marketing awareness and joint marketing efforts with Samsung New Zealand

Highlight activations:

- Samsung J Series activation, sold 2,600 units of J4 and J6 models in a span of 1 month our most successful campaign in terms of sales volume.
- Successfully launch flagship model such as Samsung Galaxy S9, Note 9, S10, and Note 10
- Established Mintt as the most sought after smartphone brand and accessories in Papua new for the affordable segment through effective Omni-channel marketing strategy
- Launch of the first generation model of Mintt Smartphone & powerbank
- Planned and implemented an automated attendance recording and tracking for NWTL group



Co-Founder - Digitized the Philippines

Sep 2017 - Dec 2017 (4 months)

An educational Youtube channel to help the small to medium enterprise, aspiring digital marketers, and small time website owners in the Philippines to take advantage of Digital Marketing.



Digital Marketing Specialist

Truelogic

Oct 2016 - Jan 2018 (1 year 4 months)

Key achievement:

- Curiosity Award, being assigned to different roles
- Successfully handled digital marketing campaigns for key clients from US, Australia and The UK

- I was responsible for the following tasks:

- o Planning, organizing, controlling, and leading project implementation.
- o Support the business' technical team for all systems integration requirement.

- o Assists in researching for new products, finding partnership, and talking to clients.
 - o Conducted market research and competitive analysis research.
 - o Provided regular update to the client including, but not limited to, critical issues, constraints of the projects, etc.
 - o Created a working timeline and updated the client every week through (call, email, conference
 - o Spearheaded the technical calls, making sure that both parties understand the business requirements and the scope of the project.
 - o Train and lead JR SEO's
- SEO Task
- Work with other SEO and project manager to plan, execute and monitor search campaign for US, UK, & Australian clients
 - Achieved 90% 1ST page keyword ranking for most of the clients that I handle, generating qualified traffic and lead conversion
 - Perform advance SEO audits for new and existing clients, to determine opportunities
 - Perform on page and off page SEO with our clients using advance SEO tools such as HREF, SEMRUSH, Screaming Frog, and our own propriety software
 - Work with partner publisher to gain backlinks
 - Submit editorial and press release to partner publisher
 - Monitor Search performance of clients

Digital Marketer

drumbeat.digital

Mar 2015 - Jun 2018 (3 years 4 months)

Full time for a year, and move to freelance/part time role.

Perform market research and lead generation for brands like Vision X Lighting , Gumout , Rain X , Simoniz and other industrial and consumer brands for Middle East , Africa and Indian sub-continent.

- Collaborate with marketing team and marketing manager in creating marketing communication plans for the brands that we handle
- Create and strategically schedule social media contents using Hootsuite
- Create and manage EDM campaigns using mailchimp.
- Maintain and create new contents for website that we handle via CMS (Wordpress ,joomla, and magento.)
- Develop digital marketing plans for clients that we handle
- Create performance reports for digital marketing strategies.
- Assist digital marketing manager in managing and creating google Adwords campaigns for our clients
- Assist Digital Marketing Manager in creating and implementing SEO strategies.
- Manage and maintain CRM data using Capsule CRM

Apart from handling industrial and consumer brands also heavily involved in handling Australian brands such as DOUGE, Development Finance Partner, Arbor Vitae Australia, Luxapool and more.

Education



Coursera

Google Data Analytics

2023 - 2023

Currently taking and expected to complete by June 2023



Wharton Online

AI for Business Specialization

2023 - 2023

Currently taking, expected completion date is July 2023



Mapúa University

Bachelor of Business Administration - BBA, Marketing/Marketing Management,
General

2010 - 2014



Gies College of Business - University of Illinois Urbana-Champaign

Digital Marketing Specialization , Marketing

Jan 2022 - Jun 2023



Gies College of Business - University of Illinois Urbana-Champaign

Business Value and Project Management Specialization

May 2022 - Oct 2022

Licenses & Certifications



Membership Certificate - Interaction Design Foundation (IxDF)

98742



Design Thinking: The Beginner's Guide - The Interaction Design Foundation

98742-2022-528173



Digital Marketing Track - Ad World Pro



Leadership Development Program - RdL Management Consultants



The Digital Marketing Revolution - Gies College of Business - University of Illinois
Urbana-Champaign



Digital Marketing Planning - Certified Digital Marketer



Advance Google Adwords - Display - Google



Sales Masterclass - Google Ad Products - Google



Marketing in Digital World - Gies College of Business - University of Illinois Urbana-Champaign

Skills

Project Management • Online Marketing • Integrated Marketing • Product Design • Product Development • Management • Marketing Strategy • Digital Marketing • Media Buying • Marketing Management

Honors & Awards



Innovation Award - Fone Haus

Jun 2022



Curiosity Award - Truelogic

Dec 2017

Award for being promoted 3 times, and being focused on learning