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| NORY JOY TORRES JACOBSON  Address Book with solid fill Chemin De Champ Pourry 4, Genolier, Switzerland, 1272 | Smart Phone with solid fill +41799007782  Open envelope with solid fill [njtorresjacobson@gmail.com](mailto:njtorresjacobson@gmail.com) | [LinkedIN](https://www.linkedin.com/in/njtorresjacobson) | Internet with solid fill [www.njtorresjacobson.com](http://www.njtorresjacobson.com)  Office worker female with solid fill Birth: March 30, 1982 | Married | Nationality: Filipino  Briefcase with solid fill Work Permit B Switzerland | A picture containing person, clothing, smiling, posing  Description automatically generated |

# **professional Qualifications Summary**

I am a career strategic communicator, marketer and PR practitioner; providing creative content, analyzing brand’s newsworthiness, and turning them into compelling stories. As a PR and marketing professional, 20% of the job is to handle and maintain relationships with partners and clients, and the rest of the 80% involves strategizing, counseling, finding opportunities and safeguarding reputations of brands and organizations. Passionate about employing both traditional and digital tactics that are beneficial to business goals. I am an analytical and detail-oriented professional with broad experience in overseeing PR and media activities and skilled in managing all aspects of marketing efforts. Proven track record of success in planning, designing, and organizing events with huge participant satisfaction. Excellent communication, negotiation, and interpersonal skills along with ability to build enduring and long-lasting relationships.

***Proven expertise in:***

|  |  |
| --- | --- |
| * Communication Strategy Development * Public Relations and Media Management * Social Media Marketing and Content * Community Engagement Initiatives * Photo and Video Editing * Consumer Insights, Latest Trends Analysis | * Digital Content Development * Events Planning and Execution * Content Writing and Journalism * Team Building and Leadership * Client Acquisition and Retention * Key Relationship Building |

# **Experience Highlights**

UNOP Dominicans for Justice and Peace [www.un.op.org](http://www.un.op.org)

**Communications Officer, 2020 -** *Present*

Leads marketing and communication strategy in creating and promoting the NGO’s digital content, strengthening the organization’s digital presence, managing the website and all social media channels. Supports the Communications and External Relation’s needs and visibility of the organization to the UN through online media. Contributes to the finalization and implementation of Communications strategies for the Association, internal and external audiences, for present and potential donors. Supports human rights campaigns, contributing to reinforce visibility and fundraising targets, and ensuring high-quality, compelling and creative digital content (videos, graphics, and articles).

***Key Contributions:***

* Strengthens and manages social media platforms and content: Oversees the organization’s online platform accounts, increased number of followers by 20%
* Manages website contents and analytics via WordPress and Mailchimp
* Supports the development of a periodical newsletter and manages content via Mailchimp & Google docs
* Produces and documents audio-visual and written reports for press releases, brochures, and develops outreach materials, project proposals, concept notes, data analysis, research, and surveys
* Developed and implemented the annual marketing and communications strategy for 2021
* Developed email optimization and website revamp plan, resulting in 48% growth in website users and 65% in page views and google analytics
* In just 2 quarters, increased average Facebook engagement rate per post by 68% and new page fans by 40%, new LinkedIn, Instagram, and YouTube followers by 30%, and email click-through rate by 78%.

Noble Manhattan Coaching Switzerland [www.noble-manhattan-switzerland.com](http://www.noble-manhattan-switzerland.com)

**Communications & PR Manager,** *2020 -**2021*

Develop, implement, and track media and communication plans and insight to reach the monthly goal of the organization's memberships and events. Create and execute marketing plans and strategies, with the sole purpose of helping in the promotion, organizing, and running of the organization.

***Key Contribution:***

* Developed, launched and manage all social media accounts: LinkedIn, Instagram, Facebook and Twitter; Develop, plan and execute all digital content, creation and monitoring via Mailchimp and Hootsuite.
* Draft and write 1-2 newsletters and 4-5 posters every month for marketing and communications.
* Able to grow online visibility and engagement by 40% in the middle of the 2020 pandemic.

Gaea21 – Geneva, Switzerland [www.gaea21.org](http://www.gaea21.org)

**Community Management Coordinator,** *2019*

Developed the overall well-being of the community by providing strategic solutions. Promoted awareness of social needs and latest trends within the expat and online social media communities. Built sustainable relationships of trust through open and interactive communication with community members.

Marie France Intl. – Makati, PH [www.mariefrance.com.ph](http://www.mariefrance.com.ph)

**Group Head – PR and Media,** *2006 to 2020*

Planned and established a first internal PR department and oversaw the management of day-to-day operations for attaining defined marketing goals and objectives. Created and implemented tactical marketing strategies for building brand credibility. Identified, developed, and retained PR talents and endorsers for the seamless execution of the brand’s marketing campaigns. Conducted research on competitor products and the latest trends for identifying potential opportunities. Assisted capturing of compelling photo shoots for the brand’s campaigns while controlling financial PR, events, and media budgets to ensure spending in line with the defined budget. Managed the seamless organization of high-profile events, including product launches, press conferences, and special events. Facilitated the acquisition of defined objectives through forging strong working relationships with talents, press and endorsers, and partner agencies.

***Key Contribution:***

* Led successful product launches within the largest health & beauty Service Company across the Philippines
* Improved brand exposure reached targeted audiences through organizing multiple marketing & PR events
* Oversaw the management of key accounts with an average annual advertising budget of $500K to $300K spend.
* Expanded overall market share of the brand from traditional media reach to online engagements and presence.
* Planned and organized more than 100 PR events and campaigns ranging from small to high scale for elevating brand recognition.
* Enhanced PR value from $800K to $2M annually within traditional and online media.
* Recognized by senior management for consistently improving business development activities.
* Stimulated brand awareness and built positive relationships with potential customers through executing above-and below-the-line marketing and advertising campaigns.
* Optimized sales and minimized advertising budget in traditional media through introducing all the brands in online marketing and social media.
* Played an integral role in developing and maintaining a long list of local bloggers and influencers.

# **Educational Background**

Bachelor of Arts: Major in Development Communication

College of Arts and Sciences**,** Ateneo De Naga University, Naga City

*Notable Academic Achievements: Cum Laude Awardee and Civil Service Eligible*

# **Technical Skills**

Microsoft 365 Suite **|** Google Workspace |Wonder Share FilmoraX **|** iMovie Video Editor **|** Mailchimp **|** Splice

Canva Graphic Design Photoshop **|** Enlight Quickshot **|** Photoshop PicsArt **|** Zoom **|** Adobe **|** Wordpress

# **Language Proficiencies**

English (Fluent), Tagalog (Fluent), Rinconada (Fluent), and French (B1.1)