



# Anna Louise Jiongco

## MARKETING & PRODUCTION

A UX/UI designer, marketing manager and visual producer utilizing experience in media, content strategy, marketing, UX/UI design and branding production while delivering exceptional assets with agencies, brands and clients for various media and purposes including campaigns, digital, print, and social channels. I help with the expansion of emerging brands and agencies by growing audiences and converting growth into sales.

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### Education

George Washington University  
UX/UI Design & Engineering

Towson University  
Painting & Design  
Graduate: Cum Laude

Maryland Institute College of Art  
Photography  
Continuing Studies

### Skills

Microsoft Office  
Adobe Creative Suite CC  
Social Media Marketing  
Digital Marketing  
Art Production  
Creative Direction  
Project Management  
Content Strategy  
Paid Advertising  
Event Production  
PR & Communications  
Experiential Marketing  
Copywriting  
Blogging  
SEO  
UX Design  
Interaction Design  
Photojournalism  
Layout Design  
Brand Building  
Asana  
HubSpot  
HootSuite  
Sprout Social  
Salesforce  
Wordpress  
Squarespace  
MailChimp  
Fluent Tagalog  
Intermediate Spanish  
Basic Japanese

### Work Experience

**Anna Louise Jiongco Media**- New York, NY & Washington, D.C.

Director, Producer, Branding & Marketing

June 2009-Present

- Opportunities working with brands such as NBC Universal Inc., UnderArmour, Alice + Olivia, The Kooples, Alex + Ani, Anna Sui, Chromat, Cyc Fitness, Refine Method, WTRLMN WTR, Lifeway, Wellth Collective, EVOLVh, REN Skincare, Salt N' Pepa, MVP Collections, Vice Media, Hickies, Inglot, and Mercedes-Benz New York Fashion Week.
- Published in Women's Wear Daily, TimeOut.com, Harpers Bazaar, Department of Labor's website, Fab.com, Refinery29.com, RefineryHotel.com, The Washington Times, Washington Post, USA Today, LuxuryTravelAdvisor.com, National Endowment for the Arts, BeCheeki.com, and Patch.com.

**TwoTech Inc.**- Washington, D.C.

November 2019-March 2020

Content Manager and Communications Specialist

- Produce and manage content related to assets across the agency and their grantees on a national level including presentations, blog posts and web content.

**DoorDash**- New York, NY

December 2017- November 2019

Content Manager & Branding Photographer

- Establish, direct and produce branding content to continue their rapid growth in the East Coast restaurant and delivery markets in the New York City and Tri-State area.

**SelfMade- New York, NY**

April 2018- October 2018

Creative Director & Marketing Manager

- Directed and produced paid advertising content according to specific brand guidelines for multiple accounts while communicating and working alongside data scientists, strategists, sales and editors in order to create engaging content for various social media accounts.
- Consistency in content, SEO, and data analytics across multiple channels continues to generate account growth and sales for all client accounts.

**Ghost Media, Inc.- New York, NY**

March 2017- October 2017

Social Media Marketing Manager & Content Producer

- Expanded our accounts every quarter by producing all social content reflecting brand's unique identity and saw positive retention from brands while also upselling services to aid in the growth of their targeted marketing goals.

**Kleau! Media**- Brooklyn, NY

August 2016- August 2017

Photographer & Producer

- Produced photography and visual content for consistent media content and publishing for web, social media, editorial and printed publication while managing content deadlines and production teams.

### Honors & Awards

Photography featured in a juried group exhibition at The Louvre Museum	2015
Recipient of The Exposure Awards "Ultra Collection" series	2015
Nominated for Yale University Artist-in-Residency Program	2009
Nominated for Social Impact Fellowship at Towson University	2009