

Bea Hufana.

Advertising Account Manager

EXPERIENCE

Senior Account Manager — Pixel, New York

2024 - Present

- Account: Canon (Inkjet, IVY, PRO Printer Lines)
- Led the development and execution of the MegaTank awareness campaign, resulting in 21+ million views and exceeding initial projected reach.
- Spearheaded post-production and media implementation of the IVY full-funnel campaign, driving a 46% improvement in CTR and an 8% reduction in CPC relative to brand benchmarks.
- Managed annual creative and media strategy planning across six Canon lines.

Account Manager — GIGIL, The Ideas Company, Manila

2022

- Account: Netflix
- Managed integrated marketing campaign for Money Heist: Korea, from planning and budgeting to creative development, media buying, and execution.
- Drove 2.35M engagements, achieving #1 TV show status on Netflix Philippines within 24 hours of launch via OOH and digital efforts.
- Maintained strong client-agency relationships throughout the campaign.

Digital Executive — Shiseido, Manila

2021 - 2022

- Brands: Shiseido, NARS, Laura Mercier, Dolce&Gabbana, Issey Miyake, and narciso rodriguez Fragrances.
- Drove Shiseido's e-commerce growth, contributing to their Best in Beauty Award at the Lazada 2021 Awards (96% brand conversion growth).
- Led digital strategy and e-commerce for Shiseido brands (paid, owned, earned media) during peak pandemic.

Account Executive — Dentsu, Manila

2019 - 2021

- Accounts: Coca-Cola, Unilever, Jollibee
- Managed Coca-Cola Philippines' first webseries launch (31M+ views) and their Christmas 2020 campaign during peak pandemic.
- Led day-to-day management of Jollibee (key retainer account), including digital branding, online campaigns, and social media.

Engagement Specialist — Leo Burnett, Manila

2018 - 2019

- Account: McDonald's
- Developed content strategies to maintain brands' playful, approachable, and engaging online presence.
- Managed social media platforms via Sprinklr and collaborated with the media team on ad campaigns.
- Conducted social listening and trend analysis using tools like Google and Twitter Analytics.

GET IN TOUCH

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LINKEDIN / PORTFOLIO

<https://linkedin.com/in/beahufana/>
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SKILLS

Multi-Channel Marketing
Project Management
Creative Production
Digital Advertising
Performance Metrics
Budget Management
Content Creation
Copywriting

EDUCATION

New York University

MS Integrated Marketing
2022 - 2024

Ateneo de Manila University

AB Communication
2014 - 2018

Best Thesis Nominee
Dean's Lister
Minor: History

