

Bea Hufana.

Account Supervisor | Integrated Campaigns & Creative Production

EXPERIENCE

Account Supervisor (from Senior Account Manager) — Pixel, New York 2024 - Present

- Account: Canon
- Lead end-to-end creative production for integrated campaigns, directing cross-functional teams from creative development through launch.
- Oversee Canon's always-on paid social program across five product lines, managing the development and delivery of approximately 30 ad creatives monthly.
- Lead client relationships and cross-functional coordination across creative and media teams, while training and mentoring junior account staff.

Account Manager — GIGIL, The Ideas Company, Manila 2022

- Account: Netflix
- Led integrated campaign management for Netflix's Money Heist: Korea Philippine launch, spanning experiential activations, 3D OOH, influencer marketing, and digital media.
- Oversaw creative development, production, budgets, and client coordination, contributing to 2.35M engagements and the show's #1 ranking on Netflix Philippines within 24 hours of launch.

Digital Executive — Shiseido, Manila 2021 - 2022

- Brands: Shiseido, NARS, Laura Mercier, Dolce&Gabbana, Issey Miyake, and narciso rodriguez Fragrances.
- Led digital strategy and e-commerce initiatives across Shiseido's beauty and fragrance portfolio, including NARS, Laura Mercier, and narciso rodriguez.
- Drove e-commerce growth across paid, owned, and earned channels, contributing to 96% brand conversion growth and recognition at the Lazada 2021 Awards.

Account Executive — Dentsu, Manila 2019 - 2021

- Accounts: Coca-Cola, Unilever, Jollibee
- Managed integrated campaigns for Coca-Cola, including the brand's first Philippine web series (31M+ views) and its Christmas 2020 campaign.
- Led day-to-day account management for Jollibee's digital business, coordinating creative development, social media, and campaign execution.

Engagement Specialist — Leo Burnett, Manila 2018 - 2019

- Account: McDonald's
- Developed social content strategies and managed McDonald's Philippines' digital presence, collaborating with creative and media teams on integrated campaigns.
- Conducted social listening, trend analysis, and campaign performance reporting to inform content strategy and audience engagement.

GET IN TOUCH

Brooklyn, New York
beahufana@gmail.com
929 628 4895

LINKEDIN / PORTFOLIO

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

SKILLS

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

