Jersey Ignacio Salandanan

DIGITAL MARKETING MANAGER · CONTENT & CAMPAIGN STRATEGY · MULTIMEDIA PRODUCTION

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PROFESSIONAL SUMMARY

Digital marketing manager and creative strategist with 8 years in healthcare, medical aesthetics, B2B and event marketing. I plan campaigns and produce the creative myself — strategy, content calendars and copy, plus photography, video, design and websites. Experienced in promoting international industry events and product launches from pre-event strategy to on-site activation, live coverage and post-event content, and in using AI tools to speed up content and video production.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | PrimaCure Co., Ltd. — Apr 2025 – Present
Incheon, South Korea · Hybrid (80% remote, 20% on-site) · Korean cosmeceutical brand, B2B and B2C

- Lead Instagram strategy, content calendars, captions and campaign rollouts.
- Turn technical product information into science-led education, campaign concepts and creative briefs.
- Create product messaging, sales kits, brochures, treatment guides and clinic-facing materials.
- Manage event marketing for international aesthetic industry events, including IMCAS Thailand and IMCAS China — from pre-event promotion and preparation to on-site activation, live coverage and post-event content.
- Coordinate protocol videos, interview scripts, product visuals, webinars and product launch campaigns; create AI-assisted videos with Google Flow, Gemini, ChatGPT and CapCut.
- Manage primacureusa.com (Framer, with Shopify for e-commerce) and primacure.co.kr (WordPress with Elementor), including landing pages and promotional updates.
- Support email marketing, CRM workflows and webinar communications in Mailchimp and Pipedrive.

Multimedia Specialist | Avignon Clinic — May 2022 – May 2025
Manila, Philippines · Medical aesthetics clinic group

- Directed and executed 1,000+ high-quality clinical photos and videos for marketing materials, contributing to a 92% growth in social media followers and a 50% increase in client inquiries.
- Designed and edited over 1,119 multimedia assets for social media, ads, and campaigns, boosting engagement by 1,100% in a year and significantly enhancing brand visibility.
- Conceptualized and launched 10+ major creative campaigns that aligned with brand identity and business goals, producing globally recognized content and increasing audience reach — including Thermage FLX, Zaffiro, Sofwave and Ultherapy; the Sofwave campaign reached 1M+ Instagram impressions in 19 days (May 2025).
- Managed daily content creation and scheduling across social media platforms, maintaining an average engagement rate increase of 35% per quarter and strengthening brand loyalty.
- Developed and implemented data-driven social media and digital content strategies, optimizing copywriting and audience-targeted messaging, resulting in a 20% increase in click-through rates.
- Led on-ground and digital marketing campaigns with 100% on-time execution, ensuring brand consistency across all channels.
- Coordinated with cross-functional teams, influencers, and external agencies to successfully launch 5+ large-scale marketing initiatives, delivering high-impact campaigns.
- Directed and edited celebrity interview videos and physician-led treatment videos; designed and retouched full-page magazine ads for Vogue Philippines, Tatler Philippines, MEGA Philippines and Lifestyle Asia.
- Supported treatment and product launches, branch openings, corporate events and clinic promotions — from planning to on-site activation and real-time coverage.

Freelance Photo, Video & Social Media Creator | J'Photography — Jul 2016 – Present
Philippines

- End-to-end production for events, brand campaigns and portraits: concept, shoot, edit, retouching and delivery.
- Photo, video and social media content for Dean & DeLuca Philippines.
- Social media content and graphic design for Slimmers World Elite, BGC (2025).

SKILLS & TOOLS

Marketing	Digital marketing strategy · Social media strategy · Content strategy & calendars · Campaign development · Brand messaging · Copywriting · Event & launch marketing · B2B and healthcare content
Creative	Creative direction · Photography & clinical photography · Videography & video editing · Graphic design · Photo retouching & colour correction · Motion graphics · AI video creation
Social platforms	Facebook · Instagram · TikTok · YouTube · LinkedIn · Meta Business Suite
Web, email & CRM	Shopify · WordPress + Elementor · Framer · Mailchimp · Pipedrive · GoHighLevel
Creative software	Adobe Photoshop · Lightroom · Premiere Pro · After Effects · CapCut · Canva
AI tools	Claude · ChatGPT · Gemini · Google Flow

EDUCATION

Bachelor of Science in Computer Science | Technological Institute of the Philippines, Manila — Jun 2018 – Jun 2022

CERTIFICATIONS — Canva, Nov 2026

- Marketing with Canva
- Graphic Design Essentials
- Create Scroll Stopping Content
- Scale Creative Campaigns
- AI Skills for Students
- Work Smarter with AI
- AI Essentials 2026

ADDITIONAL TRAINING

- Allergan Face't Photography Training (aesthetic photography)
- Social Media & Content Strategy Workshops
- Event & Campaign Management Training
- Mastering Effective Communication
- Personal Branding & Style
- World-Class Customer Service Experience

LANGUAGES

English (Professional) · Filipino (Native)