

stands as one of the youngest Southeast Asian recipient of the *Account Person of the Year* award in 2021. She undoubtedly ranks among the country's fastest-rising accounts person. Possessing an extraordinary personality and unparalleled skills in cultivating new business ventures and nurturing relationships, she displays genuine brand dedication coupled with a rare empathetic understanding of consumers, which has paved the way for an array of remarkable accomplishments.

Seasoned with Advertising experience for 7 years, her expertise includes aspects of account management, handling and training of subordinates— from strategic planning to client relations to project management. She possesses strong leadership and communication skills and is passionate about creating innovative and effective marketing campaigns that drive stellar results.

Awards

2021

Southeast Asia Account Person of the Year

Campaign Asia Agency of the Year Awards

2020

Account Person of the Year

IdeasXMachina, Group of HakuHodo

Experience

May 2022 - now

Group Account director at Publicis JimenezBasic

Led the growth of the crown jewel brands and expansion into new brands at the Philippines' #1 pharmaceutical company, United Laboratories (Unilab). Responsible for brand communication vision, strategy and business growth of brands and supervises Account Managers to work on day-to-day Client management for each brand.

Currently handling multiple divisions of pharmaceutical brands:

- Orchestrated the relaunch of Revicon Forte (Multivitamins— extending it's market penetration from traditional blue-collar segments to encompass white-collar demographics, flourishing across Classes CD.
 - Instrumental in strategically repositioning Forti-D (Vitamin D brand in the Philippines) to transcend the category's competitive clutter.
 - Introduced Gabbi Garcia (Philippine Celebrity) as the newest face/endorser of Allerta (Loratadine/Anti-Allergy brand under Unilab)
 - Introduced Gary Valenciano (Philippines' Mr. Pure Energy) as the newest celebrity endorser for Skelan (Naproxen Sodium) to help ease back and joint pains.
 - Key Driver in implementing and protecting the image of Unilab through their Corporate Branding Group partnership with PJB. We launch several branding materials and consolidates the entire Unilab Group
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2021 - 2022

Group Account director at IdeasXMachina, Group of HakuHodo

Steered the agency's pivotal acquisition of Procter & Gamble, that led her to win Accounts of The Year in the Agency. She then helped drive P&G business that now contributes to the Agency's biggest profit during that year. P&G was then the Agency's biggest account - working with several brands/projects:

- Launched BIDA Solusyon - a collaborative initiative of P&G (Safeguard, Ariel, Joy, and Head & Shoulders) in partnership with the Department of Health, dedicated to combating COVID-19 in the Philippines.
- Championed Safeguard Safewash campaign, educating young kids on the art of proper handwashing as they return to school.
- Orchestrating enduring campaigns for Pantene Conditioner 3MM.
- Relaunching Joy Dishwashing Liquid's Kinsenas Pack for a prolonged, dish washing use of each pack.

- Spearheading the debut of Dolo-neurobion's latest TVC, featuring Piolo Pascual, addressing persistent back and joint discomfort among individuals aged 40 and beyond.

2019 - 2021

Account Director at IdeasXMachina, Group of HakuHodo

Elevated to the role of Account Director for her instrumental role in consolidating the Maxi-Peel portfolio (Maxi-Peel Zero, Maxi-Peel Solutions, and Maxi-Peel Complementaries). Her contributions led to remarkable agency success and played a pivotal part in exceeding the year-end objectives. Notably, she played an integral role in securing the iconic whitening brand SkinWhite, thereby solidifying IXM's status as the steward of Splash Corporation's two most premier brands. Presently, Splash Corporation occupies the upper echelons of the company's product lineup.

During this period, she held the reins in steering the entire face and body category for Splash Corporation (currently acquired by WiPro Corporation), partnering closely with IdeasXMachina. Leading her team, she devised and executed strategic marketing blueprints yielding substantial surges in brand recognition, sales, and market share.

With her remarkable contributions to the agency, she garnered a distinguished appointment to the Agency's Management Committee, reporting directly to the Client Services Director and CEO.

2018 - 2019

Associate Account Director at IdeasXMachina, Group of HakuHodo

Charged with leading the agency's pitch team, she secured PT Mayora's flagship brand, Energen Cereals. This achievement propelled the agency into a key role in adapting their confectionery brand, Fres Candies.

Responsibilities include portfolio management of Clients, from conceptualization to execution of marketing plans for new and existing brands. Managed budgets and tracked campaign results. Successfully launched several new products and services for clients.

Continued to handle retail brands - such as SM Malls and editorial fashion print shoot projects for mall sales that helped heightened foot traffic and profitability.

2018 - 2019

Junior Account Executive to Account Manager at IdeasXMachina, Group of HakuHodo

Commencing her journey as a Junior Account Executive, Katrina was immediately promoted to the role of Account Manager within a span of 6 months, her efforts instrumental in securing the agency's peak account profit in 2018. Her responsibilities encompassed an array of local brands, managing day-to-day operations for:

- Philippine National Bank
- Toyota Motors Philippines
- Alaska Milk Corporation
- SM Malls
- SM Development Corporation

Education

2012 - 2016

Far Eastern University

College • BA Communication Arts

2012 - 2016

College of the Holy Spirit

Grade School and High School