KRISTINE IVY MONTEMAYOR-GOMEZ

Digital Marketing | Project Management | Business & Project Development

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Philippines

PROFESSIONAL EXPERIENCE

Arcadia

Marketing Designer

(June 2024 – August 2026)

- **Strengthened brand standards** across campaigns and marketing materials, supporting **150+ monthly creative deliverables** across email, social media, digital ads, and merchandise.
- **Developed sales enablement assets, logos, visual identities, and exhibition booths** for go-to-market initiatives, client-facing, and internal company events.
- **Produced campaign creatives reaching 4M+ impressions** across LinkedIn and programmatic channels, contributing to a **240% increase in LinkedIn CTR.**
- **Built a centralized SWAG platform achieving 100% request visibility** while streamlining merchandise requests, organizing requirements, and improving stakeholder workflows.
- **Optimized creative operations and improved workflows in Wrike,** enabling stronger cross-functional collaboration from brief intake through scoped requirements, automated resourcing, scheduling, and final delivery.
- **Integrated AI tools** into creative workflows to streamline design and developed internal tools that accelerated production while reducing repetitive design work.

Solenergy Systems, Inc.

Business Development Manager

(June 2022 - December 2023)

- **Secured contracts amounting to an estimated PHP 1.14B** across utility-scale ground-mounted and rooftop solar PV projects, operations and maintenance, engineering consultancy, and project development services, including permitting, red flag analysis, grid capability assessment, feasibility studies, owner's engineering, and design engineering.
- **Managed an estimated combined total of 600MW solar power project accounts** across the Philippines and Micronesia.
- **Led the development of a microgrid project** in DOE-classified unserved and underserved areas, assessing regulatory and financial viability and managing regulatory compliance, permitting requirements, and project deliverables.
- **Built a financial modeling tool and standardized pricing template from scratch**, which became the company's go-to template for developing commercial offers and pricing reference by other teams such as Procurement, Accounting, Project Development, and Engineering.
- **Successfully secured seven (7) solar rooftop sites from one of the largest conglomerates in the Philippines**, managing the account and driving the adoption of the company's energy monitoring and control solution.
- **Co-developed the commercial proposal integrating energy management systems with EV charging infrastructure,** successfully closing a service contract with a premiere Philippine developer.
- **Cross-functional collaboration** with the engineering team, facilitating effective collaboration with the client and other stakeholders, generating service agreement and proposals, contract negotiation and closure.

Business Development and Marketing Analyst

(September 2019 - May 2022)

- **Planned, managed social media content calendar, and executed digital marketing campaigns** across social media, email, advertising, and web channels.
- **Analyzed campaign performance and audience behavior** to identify trends, optimize digital initiatives, and develop data-driven strategies aligned with business objectives.
- **Developed and executed targeted email campaigns**, monitoring engagement and conversion metrics to identify opportunities for optimization.
- **Crafted comprehensive project proposals**
- **Conceptualized and generated presentation decks** for multiple product pitches customized per client and project.

Freelance

Digital Marketing Specialist, Social Media Manager, and Graphic Designer

(2019 - 2026)

- **Launched and scaled the Instagram presence for an F&B business**, achieving a 50% increase in organic follower growth through cohesive visual storytelling and consistent content scheduling.
- **Concepted and designed high-impact digital marketing assets** for social media, digital ads, emails, and prints; ensuring consistent visual branding across client touchpoints.
- **Monitored post-level performance metrics** (reach, engagement rate, impressions, and saves) to identify top-performing visual formats and optimize future creative and posting strategies.

INDUSTRY EXPERIENCE

- Renewable Energy
- Sustainability Solutions
- Apparel
- Advertising Technology
- LegalTech
- F&B
- Hospitality

SKILLS

- Digital Marketing Strategy
- Campaign Management
- Digital Advertising
- Analytics and Data
- Social Media Strategy and Management
- Content Planning
- SEO
- E-mail Marketing & CRM Management
- Workflow Optimization
- Web Design
- Brand Design
- Visual Design

TECH STACK

- AI: Claude, GPT, Gemini, Agent Building
- Design and Content: Photoshop, Illustrator, Figma, TheBrief, Canva, Capcut
- Ads: Meta, Google Ads, Tiktok Ads, Linkedin Campaign Manager
- Analytics: Google Analytics 4, Google Search Console, Looker Studio
- No-code web development: Webflow, Wix
- MS Office: Word, Powerpoint, Excel, Sharepoint
- Google Workspace: Docs, Slides, Sheets
- Remote communication: Teams, Outlook, Gmail, Slack, Zoom
- Documentation: Confluence, Notion
- CRM/Email: Stripo, Hubspot, Mailchimp, Salesforce
- Project Management and collaboration: Wrike, Monday, Jira, Trello, Figjam, Smartsheet

LICENSES

Civil Service Eligibility (Professional)

EDUCATION

University of the Philippines - Los Baños

BS Agricultural Economics,
Major in Finance and Cooperatives