

May M. Ramos

Tokyo, Shinjuku-ku, Shinjuku 7-2-13 • Cell No.: 090-3910-2519

Email: mayramos9@yahoo.com • Website: <http://www.maymramos.com>

PROFILE Marketing & Advertising • Writer/Copywriter/Editor • Graphic Designer • English Teacher

- **Marketing & Advertising** – Marketing and Advertising professional with many years of experience in developing and executing marketing and promotional strategies that have driven successful advertising campaigns, with technical skills in digital marketing, social media, SEO Marketing and event organizing.
- **Writer/Copywriter & Editor** – Accomplished writer, copywriter and editor with an extensive experience in writing, editing and proofreading articles for print and online media. Demonstrated ability to handle various assignments under a strict adherence to time frame and with diligent attention to details.
- **Graphic Designer** - Extensive experience of both print and web creative design. Created websites, magazines, brochures, catalogs, company profiles, manuals, flyers and advertisements for various types of industries such as legal, retail and private organizations.
- **English Teacher** – Professional English teacher committed to providing interactive and dynamic learning environment, effective and engaging materials and interesting learning methods that fit every student's learning style and ability, empowering them to achieve their utmost proficiency in English.

TECHNICAL & OTHER SKILLS

- Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, HTML, CSS, Flash
- Proficient both in Mac & Windows programs
- Time management, Interpersonal communication, Multi-tasking, Attention to details, Research and Leadership skills

LANGUAGES

- English - Close to native level
- Japanese - Conversational level & able to read and write about 500 Kanjis
- Tagalog - Native level

EXPERIENCE

- **Marketing & Advertising Manager**
JS Planning Co., Ltd. Tokyo, Japan (Legal Support Company)
April 2008 – August 2012

- Designed, developed and implemented marketing and promotional strategies.
 - Evaluated target markets, generated leads and proposed marketing campaigns.
 - Established, trained and managed a call center team for promotions and customer-service support and formulated employee policy manuals.
 - Wrote articles, proofread and edited a bi-monthly legal magazine for the Filipino community in Japan.
 - In-charged of the graphic designs and creative copy for print and online advertisements.
 - Created websites, brochures, catalogs, flyers, company profiles, manuals, office forms and all other kinds of business materials.
- **Marketing & Sales Officer**
Motherland Inc., Tokyo, Japan (Internet Protocol Television)
February 2007-April 2008
 - Handled the overall marketing and sales of Filipino Television through Internet Protocol Television (IPTV) in Japan.
 - Managed the sales and promotion of the internet services through collaboration with the major Internet Service Provider (NTT) in Japan.
 - Conceptualized, designed and created all the print ads for the promotion of all of the products and services of the company and conducted market research.
- **English Teacher**
July 2004 - Present
 - I teach business & conversational English private lessons to Japanese professionals.
 - I provide an interactive and dynamic English conversation environment to students.
 - I design and prepare lesson plans based on student's learning style, ability and interests.

EDUCATION

- **Bachelor of Science in Commerce, Major in Marketing (Degree)**
Saint Louis University, Baguio City, Philippines (March 1997)
- **Business Writing & Editing (Diploma)**
International Correspondence School, Philippines (November 2002)
- **Information Security (Certificate)**
Temple University, Tokyo, Japan (December 2010)

INTERESTS

- Graphic Design, Website Development, Photography, Writing, Social Networking, Playing Guitar, Fashion, Movies & Traveling