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BRIAN SANTOS

MARKETING PROFESSIONAL | PROJECT LEAD | BRAND STRATEGIST | CREATIVE DIRECTOR | CREATIVE DESIGNER | MEDIA PRODUCTION LEAD

32 Years Old • 03 July 1993 • Single • Filipino • Roman Catholic

PROFILE

A dynamic and versatile leader with over 12 years of experience operating at the intersection of marketing, creative direction, and production. Proven ability to translate high-level business objectives into data-driven marketing strategies, compelling brand narratives, and flawlessly executed campaigns. Adept at managing the entire project lifecycle, from initial concept to final delivery, while leading cross-functional teams to drive brand growth and exceed performance targets.

EDUCATION

Technological University of the Philippines

Manila, Philippines

Creative Arts and Printing Technology

2010-2013

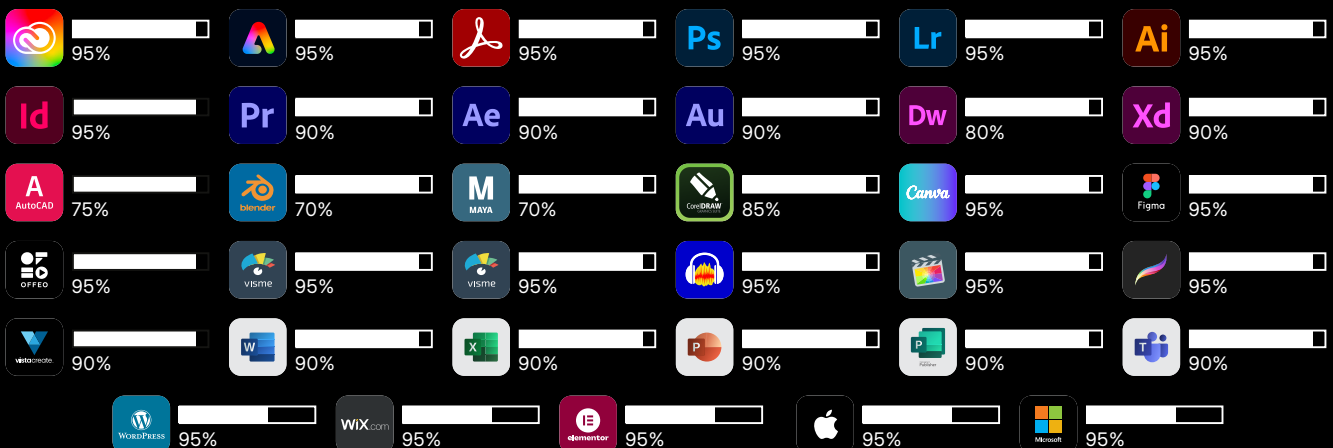
OBJECTIVES

To align my executive and versatile expertise with a forward-thinking company that demands a holistic approach to brand building. The goal is to take complete ownership of the go-to-market engine, leveraging a unique command of the entire lifecycle from strategic inception and creative development to flawless global production. I am seeking a challenge where this integrated skill set will be instrumental in solving complex business problems, capturing new market share, and delivering a superior and measurable return on creative and marketing investment.

ACHIEVEMENTS & CERTIFICATIONS

- **Creative Design Certificate**
GAPSA Philippines 2017
- **Administrative Support Certificate**
Sharaka Holdings - Inspire 2022
- **Employee of the Month**
Sharaka Holdings 2022
- **Office Training Certificate**
Sharaka Holdings - Inspire 2023

KNOWLEDGE AND SKILLS



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Nuajja, Doha, Qatar

WORK EXPERIENCE



June 2025 to Present

DIET DELIGHTS • THE WELLNESS LAB

BREATHE SPA • SUGAR SENSE

Marketing Coordinator | Creative Director | Media Production Lead

Spearheading the integrated marketing, creative, and production strategy for a portfolio of four complementary brands in the premium wellness and lifestyle sector. My role is to architect a cohesive brand ecosystem, driving individual brand growth and collective market leadership.

Key highlights:

- Act as the primary marketing and brand advisor to executive leadership, translating business objectives into high-impact, actionable strategies.
- Direct the complete creative vision and brand identity for all four companies, ensuring a consistent and premium customer experience across all touchpoints.
- Lead all go-to-market campaigns for new product launches, services, and seasonal promotions, from initial concept to multi-channel execution.
- Manage the end-to-end production of all marketing assets—including photoshoots, video content, and print collateral—optimizing for both quality and efficiency.
- Drive digital growth strategy across the portfolio, overseeing social media, influencer collaborations, and performance marketing to boost engagement and customer acquisition.



May 2021 to December 2023

SHARAKA HOLDINGS

Marketing Executive | Creative Lead | Media Production Lead

Directed brand strategy at the corporate level, providing strategic marketing and creative guidance across Sharaka's diverse portfolio of subsidiary companies to ensure group-wide consistency and growth.

Key highlights:

- Managed the official Sharaka Holdings corporate brand, overseeing its identity across annual reports, investor materials, and all executive-level communications.
- Acted as a central advisor to subsidiary companies, guiding their marketing teams to align with group strategy and elevate their individual brand presence.
- Led the complete branding and launch strategy for all new corporate ventures, acquisitions, and major partnership announcements.
- Authored and implemented the group-wide brand guidelines, establishing a unified standard for quality and consistency across the entire business portfolio.
- Presented strategic marketing plans and performance reports directly to the board of directors and executive leadership to guide key business decisions.

January 2024 to May 2025

ALFARDAN PROPERTIES • WORKINTON QATAR • NESTWORK

Marketing Executive | Creative Lead | Media Production Lead

Directed the integrated marketing, creative, and production strategy for a prestigious portfolio of luxury real estate and premium workspace brands. My role was to drive lead generation, enhance brand equity, and ensure a cohesive, high-end identity across all three entities.

Key highlights:

- Devised and executed multi-channel marketing campaigns to attract high-value tenants for Nestwork (previously Workinton Qatar).
- Led the complete creative direction and art direction for all brand assets, from luxury property brochures and digital campaigns to the interior branding of workspace locations.
- Oversaw the end-to-end production of all marketing collateral, including large-format signage, premium print materials, and video content, ensuring a flawless finish.
- Managed the digital presence, orchestrating targeted campaigns on LinkedIn and property portals to generate qualified leasing and membership inquiries.
- Acted as the central brand guardian, aligning all marketing efforts to ensure a consistent, premium message was communicated across the entire portfolio.



June 2018 to May 2021

APEX BUSINESS SOLUTIONS | APEX EVENTS

Creative Director

Governed the complete creative vision and production execution, serving a diverse portfolio of corporate clients and delivering high-profile live events. I was responsible for transforming client objectives and event concepts into tangible, immersive experiences, managing the entire project lifecycle from initial pitch and design to flawless final delivery.

Key highlights:

- Led concept development and creative strategy for major corporate events, branding projects, and marketing campaigns.
- Oversaw all live event production, including stage design, audiovisual execution, and environmental branding.
- Managed and mentored a team of designers and production staff, streamlining workflows to ensure on-time delivery.
- Directed all vendor relations, negotiations, and quality control for print, digital, and event production assets.
- Acted as the lead creative and production consultant for key corporate accounts to ensure executional excellence.



August 2014 to Present

SWEET LOUNGE | ROYAL BAKERY

Creative Designer | Marketing Consultant

Orchestrated the end-to-end brand development, marketing strategy, and creative direction for two premier F&B destinations: a luxury patisserie and a sophisticated lounge. Instrumental in building both brands from the ground up, establishing their distinct identities, capturing a loyal customer base, and driving sustained business growth in a competitive market.

Key highlights:

- Directed all aspects of the creative and brand identity, including logo design, premium packaging, menu engineering, and the complete visual narrative for all marketing collateral.
- Developed and executed all marketing campaigns—spanning seasonal promotions, digital advertising, and social media content—to consistently increase foot traffic, brand recognition, and sales.
- Led the art direction and production of all professional food photography and videography, creating a compelling visual library that became a cornerstone of the brands' marketing success.



February 2013 to March 2018

JAPI PRINTZONE CORPORATION

Creative Designer

Directed the full creative lifecycle for high-stakes corporate and client print projects. Bridged artistic vision with commercial viability by leading the creative team, setting quality standards, and introducing innovation to drive production efficiency and departmental financial growth.

Key highlights:

- Spearheaded creative direction for all high-value corporate printing projects, translating complex briefs into high-impact designs that secured key client renewals and repeat business.
- Led and mentored the cross-functional design and production team, successfully managing the end-to-end workflow and significantly reducing the average design-to-proof cycle time.
- Authored and implemented new group-wide Print Quality & Pre-Press Standards, resulting in a dramatic decrease in production errors and a marked elevation of overall client satisfaction.
- Managed creative P&L and resources for complex campaigns; pioneered advanced printing applications to achieve higher profit margins and strengthen competitive edge.

Creative Consultancy & Brand Collaborations



General Marketing • Digital Marketing • Email Marketing • Creative Design • Layout • Concept • Branding • Key Visuals • Illustrations • Logo Design
Presentation Design • Print Materials • Infographics • Typography • Drawing • Photography • Photo Editing
Videography • Video Editing • Animation • Website Design

Creativity



Client-Focus



Keen-Eye



Techniques



Deadlines



Versatile



Under-Pressure



Adjustments



Adaptive



Resourceful



Dedication



Passion



Cooperation



Collaboration



Communication



Organize



Punctual



Resilience



Observant



Empathy



References available in my LinkedIn recommendations.



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