

JENIE GABRIEL

SENIOR COPYWRITER / CONTENT STRATEGIST

www.jeniegabriel.com

WHERE I'M HEADED

It's been 11 years since I started my journey in advertising. Having worked in Manila, Singapore (where I'm a PR), and Tokyo, I find fulfilment in collaborating with diverse teams, understanding different cultures, and creating great work inspired by powerful consumer insights.

I'd love to continue helping more brands and companies grow by doing strategically creative work and engaging content that inspires action and customer loyalty.

Let's start our journey together. Drop me a line at jenie.gabriel@gmail.com.

WHERE I EXCEL

Copywriting / Concept Development
Advertising / Digital Marketing
IMC / Creative Strategy
Content Strategy and Production
Email Marketing / CRM
Traveling on a budget

WHERE I MADE MY MOMMA PROUD

UNIVERSITY COLLEGE DUBLIN (Singapore)
Master of Science in Marketing
Upper Second Class Honours
NOV 2010 – MAY 2012

ATENEO DE MANILA UNIVERSITY
Bachelor's Degree in Communications
Major in Advertising and Public Relations
JUN 2000 – MAR 2004

WHERE MY WORK WAS RECOGNISED

The Communicator Awards 2013
Best Mobile Site – Citroën DS5

W3 Awards 2013 by Academy of Interactive & Visual Arts
Mobile Site – Gold Award for Citroën DS5
Social Strategy – Silver Award for Swatch

MobEx Awards 2013 by Marketing Interactive
Best Mobile Site – Bronze Award for Citroën DS5

Phoenix Awards 2008: The Asia Film, Video and Digital Media Awards
Best Set / Art Direction – CapitaLand TVC
"New Frontiers"

INK Awards 2007
Bronze Award / Reader's Choice Finalist
IKEA Children's Weeks Campaign

WHERE MY JOURNEY HAS TAKEN ME

DIGITAL COPYWRITER

CHEIL WORLDWIDE / SAMSUNG (PHILIPPINES)
AUG 2018 TO MAR 2019

- In charge of writing consumer data-driven copy for email marketing/CRM campaigns and other digital requirements to boost sales and improve customer retention & loyalty

Handled campaigns and projects for: Samsung mobile phones, AV electronics, and digital appliances

CONTENT STRATEGIST AND COPYWRITER

GENGO, INC. (JAPAN / REMOTE)
OCTOBER 2015 – AUGUST 2018 (FREELANCE)

- Responsible for the content strategy, creation and management of the translator platform's community blog to boost engagement and site traffic, and improve acquisition, retention, and loyalty
- Ensured content is on brand, strategic, and aligns with business objectives
- **Technical Skills:** WordPress (CMS), Facebook Ads Manager, Google Analytics, Basecamp (project management), Canva (design)

ENGLISH INSTRUCTOR

GABA CORPORATION (JAPAN)
MAY 2014 – MAY 2016 (FREELANCE)

- Responsible for conducting one-on-one English lessons with Japanese business professionals and adults during my semi-sabbatical in Tokyo

SENIOR COPYWRITER

INTERUPTIVE COMMUNICATIONS (SINGAPORE)
APR 2011 – MAR 2014

- In charge of conceptualising ideas and writing effective copy for TTL campaigns, social media campaigns, websites, and mobile apps.

Accounts handled: Citroën (Cycle & Carriage), SONY Singapore and APAC, Swatch, ION Orchard, Epson, Electrolux, AXA Insurance

COPYWRITER

IDEA LABORATORY (SINGAPORE)
JUN 2008 – DEC 2010

Handled ATL/BTL and Digital campaigns & projects for: Tiger Airways, Citibank, Citigold, United Overseas Bank (UOB), Watsons, Marina Square, St. Regis Hotel, Public Utility Board (PUB)

COPYWRITER

PUBLICIS (SINGAPORE)
SEPT 2007 – MAY 2008

Handled ATL campaigns & projects for: Citibank, Citigold, Regional and Core Credit Cards

FEB – MAR 2011 PUBLICIS MODEM (Freelance)

Handled Digital campaigns & projects for: Burger King, PayPal, Lancome

COPYWRITER

3-SIXTY BRAND COMMUNICATIONS (SINGAPORE)
MAR 2007 – SEP 2007

Handled ATL/BTL campaigns & projects for: IKEA Singapore, CapitaLand, Nippon Paint, Toyota

COPYWRITER

ACE SAATCHI & SAATCHI (PHILIPPINES)
FEB 2005 – FEB 2007

Handled ATL/BTL campaigns & projects for: SMART Communications, PLDT (Telco), Mead Johnson, Dulcolax, Roche Pharmaceuticals, Softee, San Miguel Food Corp., Ginebra San Miguel, Sustagen, Insular Life, Bisolvon