

FRANCISCO B. GUERRA IV

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Brand Manager skilled in idea generation, integrated communications, and project management with a track record of handling multiple global brands simultaneously. Former professional athlete, passionate entrepreneur, and team-player knowledgeable in multi-channel marketing approaches and content development including above/below-the-line, digital, and shopper.

EDUCATION

Hult International Business School- San Francisco, CA
MBA with Distinction 2017 – 2018

Fudan University- Shanghai, China
Mandarin Language 2010

Boston University- Boston, MA
B.S. in Communications 2005 – 2009

OTHER STUDIES & CERTIFICATIONS

Wharton Business School- Pennsylvania, PA
Business Analytics (Certificate) 2020

Kellogg School of Management- Evanston, IL
Digital Marketing (Certificate) 2019

GenM- *Digital Marketing (Certificate)* 2019

Google- *Google AdWords Fundamentals (Certificate)* 2018

Global Innovation Management Institute-
Innovation Management 2018

World Rugby- *Level 1 Coach, Level 2 S&C Coach, & Educator* 2015

LANGUAGES:

- English- Native
- Tagalog- Fluent
- Mandarin- Intermediate

SOFTWARE SKILLS

- Ableton Live
- Adobe Creative Suite
- Hootsuite
- Microsoft Suite
- Microsoft Teams
- Wix
- Zoho Social

PROFESSIONAL EXPERIENCE

Venables Bell & Partners San Francisco, CA
Brand Supervisor 2019 – 2020

Accounts: 3M (Filtrete, Nexcare, Scotch Tape and Masking Solutions, Scotch-Brite), Reebok

- Developed, managed, and oversaw Integrated Advertising Communication Campaigns in a client-facing role for globally recognized brands in consumer-packaged goods/consumer-based goods/fast-moving consumer goods (CPG/CBG/FMCG)
- Supervised and led the creative development, testing, and production of global communication assets resulting in 'excellent' test results (ASI Copy Effect Index – 131, ASI PPS Persuasion Score Index – 140)
- Utilized qualitative insight to drive the development of brand-building communications for the Scotch-Brite brand
- Supported SOW development and negotiations for the 2020 calendar year for 3M CPG brands (\$2.5 MM Scope of Work for a \$50 MM Account)
- Supervised and helped lead annual integrated go-to-market (GTM)/communication plans for the year of 2020 - Filtrete and Scotch Tape and Masking Solutions
- Created initiatives to improve strategic multi-channel approaches to communications (PESTLE analysis and moment of truth mapping)
- Guided cross-functional teams including creatives, strategy, finance, business affairs, production, and social media from creative brief to production of media assets to drive effective message strategy for both global and local markets – 3M, Reebok
- Managed one Brand Manager and the campaign workflow of concurrent projects to ensure all deliverables were completed on time, on budget, on strategy

Flight Live Inc. Seattle, WA
Digital Marketing Lead (Remote & Part-Time) 2019 – Present

- Led content calendar strategy and creation for Facebook and Instagram
- Managed and oversaw the Month of Mothers Campaign partnership with Bloom Mom Tribe including social media, blog, and webinar creation, scheduling and implementation
- Worked with the CEO to devise organic marketing programs leading to 100% growth in digital channels within 6 months and 200% adoption within 1 year

Grey Group Philippines Manila, Philippines
Senior Regional Account Manager 2016 – 2017
Regional Account Manager 2015 – 2016
Account Manager 2013 – 2015

Accounts: GSK (Sensodyne), Nestle (Promil, Bonakid, Aqiva), Procter & Gamble (Joy Dishwashing Liquid, Downy, Gillette), The Kellogg Company (Pringles), Subaru

- Managed the adaptation of communication programs for multiple multi-million regional brands for Procter & Gamble in the Philippines, Vietnam, and Malaysia market
- Led cross-functional teams including creatives, strategy, and production from creative brief to production of media assets to drive effective messaging strategy
- Produced/Executed campaigns for Joy Dishwashing Liquid and Downy Fabric Conditioner
- Utilized qualitative consumer insight (above/below-line & shopper) and digital channels to drive hyper-local advertising for 3% market share growth for Joy Dishwashing Liquid
- Successfully led three new business development teams to acquire Subaru Philippines, Andok's Chicken, and Gillette Shopper accounts