

# JAE T. SANTOS

☎ (714) 713 - 3272  
✉ jaetsantos@gmail.com

🌐 [jaetsantos.wixsite.com/jae2024](https://jaetsantos.wixsite.com/jae2024)  
🌐 [linkedin.com/in/jaetsantos](https://linkedin.com/in/jaetsantos)

## Overview

Creative communicator with 10 years experience designing below-the-line print & digital marketing communication materials, for both B2C and B2B audiences. A total of 18 years work experience (including event & team management, research, and writing) in diverse industries, from start-ups to multinational companies.

## Experience

Fabtex, Inc.

current work since June 2022

Fabtex is the country's largest manufacturer of soft goods for the hospitality industry.

### Creative Marketing Manager

Manages the in-house marketing team and all 3rd party vendors involved in producing & maintaining branded communication materials for our corporate office and 4 manufacturing plants, such as: B2B & B2C websites, trade show booth design & collateral, spec sheets & product literature, demo videos, presentations & swag, digital marketing, and social media.

Serves as gatekeeper of the brand and final approver of branded creative materials. Also assists in internal communication events.

CNC Factory - 2 years

August 2020 - June 2022

CNC Factory is a manufacturer and direct distributor of CNC machines & tooling.

### Marketing Communications Director

Designed and managed all marketing communication materials and events including websites, product brochures, manuals & magazines, print & digital ads, videos, trade show booths, and instructional guides. Also assisted in staff hiring and inventory organization.

#### Key Accomplishment:

Revamped all marketing/brand material and increased the company's profile in 3 trade shows which resulted in the most number of machine orders for any year, plus attracted 3rd party investment for the company. Also spearheaded inventory automation which sped up manufacturing lead time and decreased online store stock outs.

Clinical Resolution Lab - 2 years

May 2018 - August 2020

CRL is a skincare manufacturer & e-retailer. I mostly design for their B2C 2nd line, Ebanel Skincare.

### Graphic Designer

- Helped pursue a branding strategy with the "You feel it, they see it" campaign and target the younger market with age-appropriate designs—increasing purchases from female customers, ages 20 – 28, by 20%.
- Helped develop non-Amazon leads through sampling, design of online promotions (games, free downloads), and trade show collateral which increased Instagram followers from 3,000 to 15,000, and e-mail subscribers from 4,000 to over 25,000.
- Redesigned advertising messaging from features to benefits-driven which lowered PPC costs from \$4.20/click to \$0.11/click.
- Introduced video on social media posts and animated gifs on newsletters and website images which increased click rate from less than 1% to 7%.
- Designed Amazon listings and enhanced brand content for 12 new products in 2019 and 3 products in 2020, which helped increase page ranking and garner the "Amazon's Choice" badge for 25% of our products in their product keyword category.

## Experience

**JAE T. SANTOS**

Tony's Muffler & Transmission- 3 years

March 2015 - May 2018

Tony's, a family business of 30 years, is a top mom-and-pop auto repair shop in Brea, California.

### **Marketing & Accounting Officer**

Managed mailers, website, social media, and guerilla marketing projects via Wix and Mailchimp. Did bookkeeping, accounts payable and receivable, disbursement, and payroll. Conducted bank and credit card reconciliations, and vehicle sale documentation, prepared sales and payroll tax, and maintained financial records via Quickbooks Pro.

#### **Key Accomplishment:**

Upgraded website and brand materials, and established e-mail subscriber database for remarketing. Reduced accounts receivable by 30% through credit policy changes and rigorous collection practices.

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High-Desert International - 5.5 years

June 2009 - February 2015

HDI is the longest-running Multi-level Marketing Company and largest distributor of bee-based health food in the Philippines.

### **Brand & Communications Manager** and various previous roles

My team conceptualized and implemented HDI's regional corporate rebranding in 5 countries and 4 languages— revamping all marketing collateral, websites, and even interior design. As part of brand learning, we also conducted the *#livelearnlove* internal communications program with HR, and brand training in Indonesia, Hong Kong and Singapore.

- Functioned as Creative Director/Accounts Executive for an in-house Shared Services team that served 6 subsidiaries.
- Handled team of artists and writers in creating designs, content, and campaigns for below-the-line, digital & trade marketing.
- Project Head of product launches, trade shows, road shows & corporate parties.
- Observer to field offices of subsidiaries to evaluate the effectiveness of marketing initiatives and competence of implementing staff.

#### **Key Accomplishment:**

Established a marketing arm (from strategy to staffing & training, infrastructure construction, collateral production, and creation of operations policies) in just 2 months. Successfully launched the BODIVANCE retail brand and initiated international rebranding in 5 countries.

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## Education

**UX/UI Design**, 2019

University of California Irvine

**Master of Development Communication**, 2015

University of the Philippines

**BS Architecture**, 2005

University of the Philippines

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## Publication

(2014) Improving Social Media Response to Endorsement Marketing in an Endorser-Product Page. *Journal of Management and Development Studies*. Vol 3, No. 1.