



## Kristine Joy M. Formaran

**BACHELOR OF FINE ARTS  
MAJOR IN ADVERTISING ARTS  
(FEU)**

### CONTACT INFO:

- 2547 Sampaguita St. Pasigline Ext., Sta. Ana, Manila, Philippines
- formarankristinejoy20@gmail.com
- +639616895872

### PROFILE

Age: 25 yrs. old

Sex: Female

Birthday: March 6, 1997

Nationality: Filipino

Language: English & Tagalog

Civil Status: Single

Weight: 63 kg

Height: 4'11 ft.

## WORK EXPERIENCE

### GRAPHIC DESIGNER

*Afrina Group of Companies*

Office 512, Pinnacle Bldg., Al Barsha 1, Sheikh Zayed Road, Dubai, UAE

Sept. 25, 2019 - Dec. 24, 2020

### DESIGNS

- Design for digital and offset printing (such as banners, brochures, catalogue etc.)
- Get quotations for offset printing
- Review designs for errors before printing and publishing them
- Create visual elements such as original images, video and illustrations to help deliver the messages.
- Contribute active planning and implementations
- Testing graphics across various media

### MARKETING ACTIVITIES

- Effectively coordinate and execute activities between Finance, Inventory, P.R.O, H.R, Training and Operation Department in addition to the management personnel in the Stores.
- SMS rates negotiation
- Assist and suggest Marketing Manager in creating plans, research, and strategies.
- SMS, email blast and campaign report
- Promoting product and service by sales talking
- Writing proposals for new and current corporate partners
- Content writing for website and copy writing
- Coordinate with website developer in his visual needs on building the website
- Assist marketing manager updating and maintain the effective yearly app and corporate partnership, driving audience to the stores

### MEDIA AND PRESS

- Event Coverage (such like fashion shows, government events, workshops and etc.)

### OPERATIONAL

- Induction about marketing to new front liners
- Update all visual needs in all stores (TV Updates, LED Updates, Ipad Updates signage and etc.)
- Coordinate with the operation department before sending an email to front liners regarding promotion

### PRODUCTS

- Provide product registration artworks for new beauty products for P.R.O's Montaji registration
- Generate barcode for the Inventory Department

## SKILLS

### PROFESSIONAL

- Motion Graphics
- Power Point Presentation
- Animation
- High End Photo Edit
- Video Edit
- Website Design
- Marketing Research
- Logo Design
- Packaging Design

## SKILLS

### TECHNICAL SKILLS

• PHOTOSHOP	★★★★☆
• ILLUSTRATOR	★★★★☆
• DSLR	★★★★☆
• PRIMIER PRO	★★★★☆
• INDESIGN	★★★★☆
• DRAWING	★★★★☆
• MS OFFICE	★★★★☆
• AFTER EFFECTS	★★★★☆
• AUTODESK MAYA	★★★★☆
• SKETCH UP	★★★★☆
• VRAY	★★★★☆

## SEMINARS & WEBINARS

- Through the lens  
Law Bldg., FEU, Manila, Philippines

CREATIVES | Sept. 23, 2015

### CREATIVES (INTERNSHIP)

*VIVA Communication Inc.*

April 21, 2016 – May 30, 2016

6F, East Tower, PSE Center, Exchange Rd., Ortigas Center, Pasig, Metro Manila, Philippines

- Create online posters for movies , brands and other social media pages
- Actively contribute on Media Plan and Digital Marketing Plan
- Product Photographer
- Assist Digital Marketing Manager on getting result of paid advertisement on Facebook
- Video Editor
- Event Coverage in Music Video and Mall tour
- Report weekly activities to the VP of New Media Department

### Resume Builder (FREELANCE)

N/A

June. 2015 – Present

Philippines

- Builds resume easy use and edit using Microsoft Words

### PAINTER (PART -TIME)

*GOT TO BELIEVE (ABS-CBN)*

Jan. 2014 – Jan. 2014

Antipolo, Rizal, Philippines

- Create an art piece that portrays the role of a character of the main character of the drama

## EDUCATION HISTORY

### BACHELOR OF FINE ARTS MAJOR IN ADVERTISING ARTS

*FAR EASTERN UNIVERSITY*

June. 2013 – June 2017

Nicanor Reyes Sr. St., Sampaloc, Manila, Philippines

### HIGH SCHOOL SALUTATORIAN

*MARIA KATRINA SCHOOL*

Jun. 2009 – Mar. 2013

#10 Mendoza St. Brgy. Saog, Marilao, Bulacan, Philippines

### SAOG ELEMENTARY SCHOOL

Saog, Marilao, Bulacan, Philippines

Jun. 2008 – Mar. 2009

- **The Potentials of Succeeding Tamaraw Leaders**  
Mini Auditorium, FEU, Manila, Philippines  
CREATIVES | Sept. 9, 2015
- **The ABC Typography and Lay-out**  
Law Bldg., FEU, Manila, Philippines  
CREATIVES | July 20, 2015
- **Digital Me**  
Unilab Bayanihan Center, Manila, Philippines  
DELEGATE | Nov. 21, 2014

## AWARDEES FOR ACADEMIC

- Thesis: Top 4 Packaging Design
- Best Hippie Design 2017
- Best Booth Design 2017 for the Grand Buffet collaboration with ITHM
- Best Mass Media Fashion Design
- High School Salutatorian Batch 2013
- MKS Governors' Awardee
- BULPRIA poster making participant

## AFFILIATION

### CREATIVE COMMITTEE

*League of Advertising Students (LOADS)*

Aug. 2015 – Mar. 2016

Help on creating various seminars for the students of Advertising Students

### LOADS REPRESENTATIVE

*Philippine Association of National Advertiser*

Aug. 2014 – Mar. 2015

*In Federation of Advertising Organization (PANA-FAO)*

Announce FAO's seminars to the members of League of Advertising Students Organizations.

## REFERENCES

### Farnas "NAZI" Dhabi (Marketing Manager)

*Afrina Group of Companies*

+971 051 00 107

### Raul Calalang ( VP-Digital)

*VIVA Communication Inc.*

6875853

### Glyza Reyes (Creative Director)

*Quola Designs*

+639173112134 | greypishdesign@gmail.com

### AG Saño (Painter)

+639998418438

## WEBFOLIO

<https://www.behance.net/formarankrd61b>

[www.formarankristinejo.wixsite.com/kristineekreme](http://www.formarankristinejo.wixsite.com/kristineekreme)