

MEDINA, FIONA LEORIZ C.

APPLICANT

CONTACT

+63 9273351672

fiona.leoriz28@gmail.com

National Capital Region / Marikina

SKILLS

Digital Marketing

Social Media Management

Customer Service

Account Management

Content Strategy

Digital Marketing Analytics

Communication

Google Analytics

EDUCATION

Senior High School · Higher Education

Westbridge Institute of Tech.
2022 - 2024

Humanities and Social Sciences

LANGUAGES

English ♦♦♦♦♦

English ♦♦♦♦♢

PROFILE

Results-driven individual with over a year of project experience in marketing management and almost one year of experience of customer service at TTEC and Optum, skilled in crafting data-driven customer-centric marketing strategies. Proven record in increasing brand awareness by 20% through innovative content creation and strategic social media management. Strong research and critical thinking skills, honed through academic training in Humanities and Social Sciences. Committed to leveraging digital analytics and cutting-edge technology to drive engagement and achieve company objectives in a dynamic marketing landscape

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WORK EXPERIENCE

Founder / Digital Marketer / Web Developer

Hiraya Marketing (Start Up, PROJECT) June 2025 - September 2026

- Developed an AI-assisted marketing management web application for business owners. Applied digital marketing, branding, content planning, customer-focused thinking, and product development concepts. Built and iterated the product using modern AI-assisted development tools, turning a marketing problem into a working web application. Live portfolio: hiraya-marketing.lovable.app

Customer Service Representative

TTEC March 2025 - May 2025

- Provided **chat** and **email** support for a major **retail e-commerce platform**, resolving hundreds of customer inquiries weekly and improving first contact resolution.
- Enhanced customer satisfaction by implementing empathy, attention to detail and following e-commerce guidelines

Customer Service Representative

Optum, a UnitedHealth Group Company August 2024 - February 2025

- Assisted mebers of a Health Insurance Company through Chat and Calls interactions used CRM to track members concerns and document the calls, applied knowledge based from different platforms

PROJECTS

Hiraya Marketing — Founder & Project Developer

Developed Hiraya Marketing, an AI-assisted marketing management platform that simplifies strategy, content planning, and daily marketing tasks for small businesses. Led the project from concept to a functional web-based product using digital marketing principles, AI tools, and no-code/low-code technologies. Focused on branding, positioning, user experience, and workflow automation to make marketing more accessible. Independently researched, tested, and refined solutions connecting technology and marketing for efficient business growth. Live Project: https://hiraya-marketing.lovable.app