

Kevin Cesar Buenafe

Marketing Professional and Graphic Designer

CONTACT

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PORTFOLIO

www.kevinbuenafe.com

EXPERTISE

- Marketing Strategies
- Marketing Communications
- Digital Marketing
- Project Management
- Brand Management
- Client Management
- Graphic Design
- Web Design
- Motion Graphics
- Photography
- Copywriting
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe Dreamweaver
- Adobe After Effects
- Figma
- Webflow
- Wordpress

LANGUAGES

English
Tagalog



STUDENT
MEMBER

ABOUT

Marketing professional and graphic designer, leading campaigns, managing client relationships, and delivering creative solutions that drive brand growth and engagement since 2013.

EDUCATION

Humber Polytechnic (Canada)

Advertising and Graphic Design (Ontario College Diploma with Honours)

2023—2025

University of Santo Tomas (Philippines)

BSc - Marketing Management
San Lorenzo Ruiz Scholarship Awardee

2009—2013

WORK EXPERIENCE

Sales Advisor

H&M Group (Canada)

2024—2025

Assistant Manager, Merchant Communications

Grab Holdings Inc. (Philippines)

- Spearheaded major B2B marketing campaigns for merchant-partners of GrabFood and GrabExpress, Grab's on-demand 2-wheel delivery services, which includes but is not limited to mounting on-ground events, loyalty programs, consumer promotions, and product communication to help their growth within the Grab platform.
- Lead 1 Merchant Communications Executive in disseminating product and merchant information across different channels including but not limited to EDM, SMS, Social Media, and 3rd-party messaging apps.
- Liaised with upper management, Marketing, and the Creatives team of GrabFood and GrabExpress in implementing key marketing initiatives to drive growth and revenue for Grab as a delivery platform.

2021—2023

Key Accounts Manager, Merchants

Grab Holdings Inc. (Philippines)

- Managed merchant-partners for GrabFood, Grab's on-demand 2-wheel food delivery service, by handling and sustaining B2B relationships with 72 key accounts that drives major growth and revenue for the business.
- Lead 18 account executives that handles more than 500 merchant-partner accounts for GrabFood in achieving business KPIs and revenue targets on a monthly basis.
- Spearheaded marketing and sales initiatives for merchant-partners together with Grab's B2C Marketing team to help and develop merchant's growth and sales within the GrabFood platform.

2019—2021

Market Development Executive

Grab Holdings Inc. (Philippines)

- Spearheaded the lead acquisition and B2B relationships with clients and market users for GrabExpress, Grab's on-demand 2-wheel parcel delivery service, by conceptualizing, planning, and implementing marketing campaigns suitable to their business needs.
- Trained and managed a team of 3 sales advisors in developing their marketing and sales skills and creating a career development plan for them.
- Managed the team's KPIs and revenue goals.

2019

Marketing Executive

KC Global Media Entertainment LLC (Philippines)

- Spearheaded the marketing strategies, planning, and communications of Animax, one of the 3 main channels of Sony Pictures Television Networks in the Philippines.
- Liaised with Sony Pictures Television Networks' APAC Regional Channel Marketing team for overall business objectives, campaign requirements and success metrics.
- Handled budget and P&L statements as well as revenue forecast for Animax's merchandise and on-ground marketing initiatives.
- Conceptualized, created, and implemented advertisement copies, monthly social media plans for highlighted titles or shows through the channel's social media pages. Managed creative teams in content creation and direction for social media platforms.

2015—2017

Marketing Associate

Bank of the Philippine Islands (BPI) (Philippines)

- Managed the production and distribution of marketing materials of the 4 electronic channels of the bank (Online, Mobile, ATM, and Deposit Machine), that includes ATL and BTL efforts by liaising with printers and agencies, across 871 branches nationwide.
- Organized events such as product and promo launches of the Mobile Banking channel and a monthly conference between well-renowned bloggers and press in the Philippines.
- Implemented partnerships with telecommunications companies that offered the first and innovative promo in the Philippine banking industry (internet-free access to the mobile banking app of BPI).

2013—2015