

Genesis Masangcay

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📺 [/genesismasangcay](https://www.linkedin.com/company/genesismasangcay)

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🔗 [Portfolio](#)

👋 WHY ME?

Multi-lingual, versatile, driven, and results-oriented marketing professional with a unique blend of experiences and skills that make me an asset to any team. I bring a dynamic mix of passion, creativity, and a strong track record in marketing, having evolved from a sales intern to a Marketing Director. With a skill set spanning video production, web design, graphic design, and content creation I have successfully executed impactful projects. Additionally, my multicultural background enhances my leadership capabilities, fostering collaboration in diverse teams. My multilingual proficiency in English, Italian, Norwegian, and Filipino enables effective communication with a wide range of audiences. I enjoy team collaboration and excel in goal-oriented and fast-paced environments.

🌐 LANGUAGE

Filipino

Mother tongue



Italian

Fluent



English

Fluent



Norwegian

Proficient



🔗 PROFESSIONAL EXPERIENCE

06/2021 – present
Oslo, Norway

Marketing Director, *Highered*

- Initiated total rebranding of the company assets, including logo, web, creatives and messaging to refine brand positioning
- Manage and optimize marketing website, monitoring progress through GA4 and lookerstudio
- Create design templates for social media, presentations, print materials etc.
- Introduced the use of automation tools for lead generation and marketing campaigns
- Increased social media followers on Instagram and LinkedIn page by 30 percent within 6 months
- Organizes monthly social gathering to maintain team camaraderie and promote healthy company culture
- Lead a multicultural and diverse team

05/2018 – 06/2021
Oslo, Norway

Digital and Creative Marketing Manager, *Highered*

- Produced and streamed live virtual events during online job fairs
 - Designed a feature to organize online job fairs in the platform
 - Coordinated micro internship with 12 students from Cranfield University, UK
 - Introduced templates for social media and other marketing materials
- Corporate Relations Manager (Intern)

11/2017 – 04/2018
Oslo, Norway

Corporate Relations Manager (Intern), *Highered*

- Reach out to potential clients
 - Closed a deal with UniCredit, an international bank in Italy
- Filmed and produced student video testimonials and Highered video ad

04/2017 – present
Oslo, Norway

Founder, *The SG Media*

- Created engaging video content for 20+ SMEs
- Produced 100+ wedding films with unique style

01/2018 – 09/2018
Oslo, Norway

Video Assistant, *BI Norwegian Business School*

- Set up and operate multi-camera setups for live streaming of lectures
- Edit and post-process lecture recordings

OTHER PROFESSIONAL EXPERIENCE

01/2014 – 09/2018
Milan, Italy

Senior Consultant, Generali Italia

- Train and mentor junior consultants in our team
- Meet with clients to assess their insurance requirements, financial goals, and risk tolerance

06/2007 – 06/2010
Milan, Italy

Senior Technician, Video Pacini

- Equipment troubleshooting and repairs

EDUCATION

09/2017 – 06/2020
Oslo, Norway

Bachelor in Business Administration

BI Norwegian Business School

- International Business, Marketing, Entrepreneurship

09/2007 – 06/2010
Milan, Italy

Land Surveyor

Technical Institute for Surveyors

- Mathematics, Construction laws, Architectural Design

COMPETENCIES

Video Production & Photography

- Proficient in video production, including conceptualization, shooting, editing, and post-production.
- Skilled in photography, capturing high-quality visual content for various purposes.

Graphic Design

- Able to create visually appealing graphics for both digital and print media.
- Proficiency in using design software and tools such as Photoshop, Illustrator InDesign to produce compelling visuals

UI/UX/Web Design

- Capable of designing user-friendly interfaces and optimizing user experiences.

Content Planning & Execution

- Experienced in developing content strategies for various platforms and audiences.
- Able to execute content plans efficiently, ensuring timely delivery and high quality.

Campaign Strategy and Lead Generation

- Proficient in devising marketing campaign strategies that align with business goals.
- Skilled in crafting engaging, targeted campaigns to reach specific audiences.
- Proficiency in using various lead generation techniques to grow a customer base.

REFERENCES are available upon request.