



# PIA ZADORA AGNAZATA

## Marketing Communications Specialist

Strategic and results-driven marketing and communications professional with 10 years of experience shaping brand identities, executing targeted campaigns, and driving business growth. Skilled in digital marketing, content creation, and brand storytelling that connects with audiences. Experienced in leading teams and turning strategy into action to drive business growth. Known for delivering clear, engaging programs that support big-picture goals.

### Contact

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### Core Skills

- Strategic marketing planning
- Content creation and brand storytelling
- Digital marketing and analytics
- Social media strategy and management
- Communications and PR strategy
- SEO and SEM knowledge
- Campaign management and ROI growth
- Team leadership and collaboration
- Stakeholder engagement
- Project and budget management

### Education

- Bachelor of Science in Commerce major in Marketing**
- 1999 – 2003
- University of Perpetual Help System
- Binan, Laguna, Philippines

### Language

- English, Tagalog

### References

- Available upon request

### Experience

#### Communications Manager – Gulf Countries

Legrand SNC FZE | Dubai, U.A.E. Jan 2015 – Present

Lead strategic communication initiatives aimed at molding the organization's public image and ensuring messaging coherence among internal teams. Guide marketing strategies, content creation, digital marketing, public relations, event management, brand management, and internal communication efforts to enhance brand awareness and engagement.

#### Achievements:

**Retail focus:** Led effective branding campaigns, boosting brand recognition in the target retail channel and driving a 30% increase in sales.

**Events management:** Planned and executed corporate events, roadshows, product launches and exhibitions, consistently meeting or exceeding client expectations and achieving a 95% satisfaction rate.

**Digital:** Created and implemented a social media content plan, increasing followers by 50%. Also, revamped the website, leading to a 40% increase in traffic and a 25% rise in lead conversions.

**Marcom budget and roadmap:** Managed marketing and communication budget efficiently, saving 15% while maintaining campaign effectiveness through optimal resource allocation and creation of reliable suppliers.

**Showroom:** Effectively managed showroom projects from start to finish, ensuring timely delivery and high quality.

**Product launch:** Led significant product launches and facilitated teamwork among marketing, sales, and business development departments for smooth execution. Implemented impactful pre-launch marketing and conducted detailed post-launch analysis, improving strategies to ensure long-term market success.

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## Marketing Communications Specialist



**About me:** I am a results-driven marketing and communications professional with a strong passion for creativity and innovation. With years of experience in developing impactful campaigns and building meaningful connections, I thrive in dynamic environments that challenge me to think strategically and act decisively. Outside of work, I enjoy being a wife and a mom, exploring new ideas, and continuously learning to expand my horizons. My goal is to inspire and make a lasting impact through every project I undertake.

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### Licenses & Certifications

#### Digital Marketing Professional Diploma

Success Wisdom Institute

#### Certification in Google Analytics for Beginners by Google Analytics Academy

Google

#### Certification on Fundamentals of Digital Marketing by Google Digital Garage

Google

#### Public Speaking and Presentation Skills

Formatech

#### Women Empowerment & Leadership Program

Formatech

### Tools and Platforms

MS Office, Salesforce, Canva,  
Adobe, WIX Studio, Mailchimp,  
Meta Business Suite, Google Ads,  
Google Analytics

### Experience

#### Business Development Coordinator

Legrand SNC FZE | Dubai, U.A.E. Dec 2008 – Jan 2015

Supported the sales and marketing teams in identifying new business opportunities and maintaining client relationships. Responsibilities include conducting market research, preparing sales reports, and coordinating meetings, events, and client communications. The role involves managing CRM systems, tracking leads and opportunities, and assisting in proposal development and follow-ups. Close collaboration with internal departments to ensure alignment on strategic initiatives.

#### Secretary to the Group Service Manager

Al Habtoor Motors | Dubai, U.A.E. Nov 2005 – Nov 2008

Provides administrative and clerical support to the Group Service Manager, ensuring smooth daily operations. Manages schedules, meetings, and correspondence, maintaining organized records and confidential files. Assists in preparing reports, service documentation, and internal communications. Coordinates with technicians and customers to schedule service visits and follow-ups, ensuring timely resolution and customer satisfaction. Plays a key role in enhancing customer experience and team efficiency through strong organizational skills, attention to detail, and proactive task management.

#### Purchasing Officer

Fujitsu Dietech Corporation of the Philippines | Laguna, Philippines Jun 2003 – Aug 2005

Manage relationships with three national accounts, negotiating contracts and securing favorable terms. Oversee end-to-end procurement operations, ensuring compliance, optimizing costs, maintaining quality, coordinating logistics, and managing documentation for impactful purchasing outcomes.

#### *Personal Note:*

Confident, creative, and collaborative, I'm passionate about driving marketing excellence and building brands and campaigns that resonate. Beyond work, I'm a proud mom and supportive wife who enjoys DIY projects and outdoor photowalks—interests that fuel my creativity and fresh perspectives. With a balance of strategy and agility, I look forward to contributing to the success of your organization!