

NORY JOY TORRES JACOBSON

Communications & Digital Media Coordinator

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Birth: March 30, 1982 | Nationality: Filipino | Married | Work Permit B Switzerland
Languages: English, Tagalog, Rinconada, Bicol, and French (A1.1)



COMMUNICATIONS PROFESSIONAL Experienced and creative strategic communicator, digital content creator, and PR practitioner with over 15 years of experience in corporate and nonprofit sectors, and a track record of success in creating and implementing effective marketing and communication strategies. Adept at providing engaging content across various channels, including websites, blogs, press releases, email campaigns, and social media platforms. Proficient in problem-solving with an ethical mindset and identifying trends to craft innovative storytelling strategies with effective key messages.

SKILLS

- Communication Strategy Development
- PR and Media Management
- Social Media Marketing & Content Creation
- Community Engagement Initiatives
- Photo and Video Editing
- Consumer Insights and Trend Analysis
- Content Management and Writing
- SEO and Web Analytics
- Website Development & Management
- Events Planning and Execution
- Key Relationship Building
- Client Acquisition and Retention

EXPERIENCE

Digital Media Coordinator | [The Hepatitis Fund, Switzerland](#) | 2023 - Present

- Create, implement, and manage digital media campaigns across multiple platforms.
- Develop and execute strategies to increase brand awareness, engagement, and conversions.
- Use social media listening and analytics tools to monitor and report on campaign performance.
- Manage website content and ensure it is up-to-date, accurate, and relevant.
- Develop and implement strategies to improve website traffic and user engagement.
- Optimize campaigns for search engines using SEO and SEM techniques.
- Produce visually appealing content for campaigns.
- Liaise with external partners to expand the reach of campaigns.
- Monitor budgets and ensure campaigns are delivered on time and within budget.
- Stay up-to-date with emerging digital media trends and technologies.

Communications, Social Media & Events Officer | [Geneva Trade Platform, Switzerland](#) | 2022 - 2023

- Develop and maintain GTP's website content, ensuring alignment with organizational goals and strategies.
- Collaborate to create high-quality, engaging digital content (videos, images, social media, artwork designs) and develops effective campaigns that engage audiences in the work of GTP and trading experts.
- Manage the organization's social media platforms, including the Beyond Trade Network, a social network exclusively for the trade policy community.
- Analyze metrics to improve digital communication delivery within the context of the overarching communications and development strategies.
- Arrange photography/videography for events and other marketing campaigns.
- Plan and promote pre-event social media posts, media coverage during and after events in various formats from workshops to large conferences.

Communications Officer | [Dominicans for Justice and Peace, Switzerland](#) | 2020 – 2022

- Led marketing and communication strategies to enhance the NGO's digital presence, manage its website and social media channels, and support the organization's visibility to the UN.

- Finalized and implemented communication strategies for internal and external audiences, donors, and human rights campaigns.
- Built and managed social media platforms, increased followers by 70% with near- and long-term KPIs for each channel.
- Managed website contents and analytics using WordPress, WIX, and Mailchimp.
- Produced, edited, and animated digital campaign videos featuring the organization's President and teams around the world.
- Wrote content and produced newsletters using Mailchimp, Microsoft Teams, and Google docs.
- Developed outreach materials, press releases, brochures, project proposals, concept notes, data analysis, research, and surveys.
- Developed and implemented the annual marketing and communication strategy for 2020-2022.
- Developed email optimization and website revamp plan, resulting in 67% growth in website users and 65% in page views, SEO, and Google analytics.
- Increased Facebook engagement rate per post by 68%, new page fans by 40%, new LinkedIn, Instagram, and YouTube followers by 30%, and email click-through rate by 78% in almost 2 years.

Communications & PR Manager | Noble Manhattan Coaching Switzerland | 2020 - 2021

- Developed, implemented, and tracked media and communication plans to achieve monthly membership and event goals.
- Created and executed marketing strategies to promote and organize events for the organization.
- Increased online visibility and engagement by 40% during the 2020 pandemic.

Group Head – PR and Media | Marie France International, Philippines | 2006 to 2020

- Established and managed the first internal PR department for a beauty and FMCG brand's internal advertising agency.
- Led day-to-day operations to achieve marketing objectives and implemented tactical strategies to increase brand credibility.
- Identified and retained PR talents and endorsers for seamless campaign execution.
- Conducted competitor and trend research to identify opportunities.
- Controlled budgets for financial PR, events, and media spending.
- Managed high-profile events and fostered strong relationships with talents, press, endorsers, and partner agencies.
- Successfully launched new products and improved brand exposure through multiple marketing and PR events.
- Managed key accounts with annual advertising budgets of \$500K to \$300K.
- Expanded overall market share from traditional media to online engagements and presence.
- Marketed and sold almost 100,000 FMCG products in a 6-months campaign.
- Increased PR value from \$800K to \$2M annually within traditional and online media.
- Recognized by senior management for improving business development activities.
- Optimized sales and advertising budgets through online marketing and social media, using SEO and analytics.
- Developed and maintained relationships with local bloggers and influencers.

EDUCATION Bachelor of Arts: Major in Development Communication
College of Arts & Sciences, Ateneo De Naga University, Naga City, Philippines

TECHNICAL SKILLS Hootsuite, Microsoft Office suite, Adobe Creative Suite (InDesign, Photoshop, PicsArt), Wonder Share FilmoraX, iMovie, Mailchimp, Splice, Google Workspace, Enlight Quickshot, Zoom, Wordpress, WIX, Gather, Slack, Descript.