

NORY JOY TORRES JACOBSON

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Communications Officer Profile

Strategic Communications Professional with over 15 years of experience in digital content creation, events, and PR across corporate and nonprofit sectors. Expert in crafting compelling content across diverse platforms, from websites and blogs to social media. Recognized for building impactful relationships and captivating audiences with engaging media. Proficient in strategic planning, execution, and meticulous logistics coordination. Thrives in fast-paced environments, delivering tangible results through strategic vision and attention to detail. Proven versatility and a "can-do" attitude, coupled with a deep understanding of results-driven marketing and effective teamwork.

Professional Skills

- Communication Strategy Development
- Community Engagement Initiatives
- Content Management and Writing
- PR and Media Management
- Administrative Support
- Website Development & Management
- Social Media & Content Creation
- Digital Marketing, SEO analytics
- Events Planning and Management
- Photo and Video Editing
- Client Acquisition and Retention
- Consumer Insights and Trend Analysis

Career Experiences

Freelance Writer | The Post Ph | 2023 – Present

- Write captivating travel articles for The Post Ph, ensuring accuracy and relevance.
- Collaborate with editors to refine content and meet deadlines.
- Utilize storytelling and SEO techniques to engage diverse audiences and enhance visibility.

Digital Communications Consultant | 2023 – Present

- Contributing to digital communications initiatives for diverse clients, delivering impactful strategies and results across multiple projects.
- Content Creation, Graphic Design & Coordination: Produced engaging and on-brand content across various digital platforms, including social media, websites, and marketing materials.
- Strategy Campaign Implementation and Management: Developed and executed tailored digital marketing strategies to enhance brand visibility, engagement, and conversion rates.
- Community Engagement: Cultivated and nurtured online communities, fostering meaningful interactions and driving audience growth.

Digital Media Coordinator | The Hepatitis Fund, Switzerland | 2023

- Managed digital media campaigns, boosting brand awareness and engagement.
- Monitored campaign performance using SEO analytics tools and all digital media trends.
- Oversaw website content, ensuring accuracy and relevance.
- Implemented strategies to enhance website traffic and user engagement.
- Optimized campaigns for search engines and produced visually appealing content.
- Collaborated with external partners to broaden campaign reach.

Communications, Social Media & Events Officer | Geneva Trade Platform, Switzerland | 2022 - 2023

- Developed and maintained website content, ensuring alignment with GTP's goals and strategies.
- Collaborated to create high-quality, engaging digital content (videos, images, social media, & designs) and developed effective campaigns that engage audiences and trading experts.
- Managed the organization's social media platforms, including the Beyond Trade Network, a social network exclusively for the trade policy community.
- Analyzed metrics to improve digital communication delivery within the context of the overarching communications and development strategies.
- Arranged photography/videography for events and other marketing campaigns.
- Planned and promoted pre-event social media posts, and 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 boost the NGO's digital presence.
- Managed website and social media channels, supporting UN visibility.
- Increased social media followers by 70%, with tailored KPIs.
- Oversaw website content and analytics via WordPress, WIX, and Mailchimp.
- Produced and edited digital campaign videos featuring global teams.
- Managed newsletters and outreach materials, including press releases.
- Developed and executed annual marketing strategies, driving website growth.

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

- Implemented 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

- Spearheaded and managed the PR department within an internal agency for a leading beauty and FMCG brand, driving day-to-day operations to achieve marketing goals.
- Implemented tactical strategies, innovative online marketing, social media campaigns, SEO enhancements to increase brand credibility, conducting comprehensive competitor and trend research.
- Managed budgets across financial PR, events, and media spending, orchestrating high-profile events and cultivating strong relationships with talents, press, endorsers, and partner agencies.
- Strategically launched products and elevated brand visibility through innovative marketing and PR initiatives, managing key accounts with advertising budgets ranging from \$300K to \$500K annually.
- Expanded market share by transitioning from traditional to online media, orchestrating campaigns resulting in the sale of nearly \$100,000 in FMCG products just within six months.
- Amplified PR value from \$800K to \$2M annually across traditional and online media channels, earning recognition from senior management for enhancing business development efforts.
- Optimized sales and advertising budgets through, and data analytics utilization.
- Cultivated and nurtured relationships with local bloggers and influencers to enhance brand presence and engagement.

Education

Bachelor of Arts | Major in Development Communication, College of Arts & Sciences
Ateneo De Naga University, Naga City, Philippines | 1999- 2003

Public Relations Consultant Certified | IAP International Association of Professions Career College
Member | IAPO International Association of Professional Public Relations Consultants | 2023 – 2024

Professional Development

Fundamentals of Digital Marketing | Google Digital Garage, Google Skillshop | 2024

Cours Intensif de Français | University of Geneva | 2023 - *Present*

Technical Skills

- Social Media Platforms: Facebook, Instagram, LinkedIn, X, YouTube, TikTok
- Digital Marketing Tools: Hootsuite, SEO Tools (SEMrush), Web Analytics Tools (Google Analytics, Adobe Analytics, etc.), Mailchimp, Google Workspace
- Design and Creativity Software: Microsoft Office suite (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, PicsArt
- CMS and Website Platforms: WordPress, WIX

Languages

English, Tagalog, Rinconada, Bicol, French (A2)