

# Jan Ilene D. Llamado, CXAC

Creative Technologist | Certified Google UX Design Professional

Harvard Business Review Advisory Council Member

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## EXECUTIVE SUMMARY

An internationally acclaimed innovator in Customer Experience, with a solid nine-year history of leading transformative initiatives in marketing, digital innovation, and e-commerce optimization. With a strategic and analytical approach to operations, Jan has consistently enhanced digital platforms, significantly boosting sales volumes and customer engagement. Her proven leadership skills, coupled with a deep commitment to leveraging collaborative practices, drive innovative strategies that align with business goals, delivering measurable results in user satisfaction and operational efficiency. Jan's dynamic expertise ensures they are a pivotal asset to any organization aiming to dominate in competitive CX, E-commerce, Social Commerce, and marketing landscapes.

## CORE COMPETENCIES

- **Strategic Brand Leadership & Marketing:** Mastery in crafting and executing high-impact marketing strategies that substantially elevate brand engagement and customer loyalty.
- **Advanced Digital Transformation & E-Commerce Solutions:** Expertise in leading digital revolutions, significantly enhancing user interface and customer journey through innovative technology solutions.
- **Expert Crisis Management & Communication Strategy:** Adept at steering organizations through critical challenges, ensuring continuity, maintaining brand integrity, and safeguarding customer trust.

## PROFESSIONAL EXPERIENCE

### **CX Communications Consultant | AIA PH**

*National Capital Region, October 2023 – May 2024*

- **Transformative Marketing Leadership:** Pioneered a comprehensive marketing strategy, engaging a team of 25 professionals to boost customer interactions by an unprecedented 50%, significantly enhancing brand loyalty and consumer trust.
- **Revolutionary Digital Platform Overhaul:** Led the strategic redesign and technological enhancement of the My AIA platform, resulting in a dramatic 80% increase in user satisfaction and a 70% rise in daily interactions.
- **Strategic Crisis Communications:** Orchestrated an effective crisis communication framework that maintained a stellar 95% customer satisfaction rate during high-profile incidents, ensuring robust brand resilience.

## **UX/UI Lead | Wunderman Thompson**

*National Capital Region, April 2021 – October 2023*

- **Practical and Theoretical Practice:** Optimized user interfaces, enhancing brand relatability and customer journey flows with implemented user-centric design innovations,
- **Consumer Behavior Integration:** Translated intricate consumer behavior data into actionable brand strategies, augmenting brand relatability and customer satisfaction by over 45%.
- **Innovative Design Initiatives:** Championed the integration of user-centric design principles that enhanced customer journey flows, achieving a 25% boost in development efficiency and user engagement.

## **Brand-CX/UX Lead | Planet Sports Inc**

*National Capital Region, Nov 2019 – Feb 2021*

- **Launched a pioneering social commerce initiative**, resulting in a 40% spike in online sales, by harnessing social platforms to transform consumer interactions into revenue streams.
- **Masterminded a unified marketing and technology strategy**, which boosted cross-platform user engagement by 35%, harmonizing the brand experience for a diverse customer base.
- **Directed strategic brand and merchandising campaigns** that achieved a 30% increase in sales, demonstrating resilience and market adaptiveness during challenging economic times.

## **CX Operations and Events Manager/Coach | Blast Functional Fitness**

*National Capital Region, 2015 – Aug 2018*

- **Engagement & Retention Strategies:** Developed and executed innovative marketing campaigns that heightened client retention by 50% and escalated new client acquisition by 60%.
- **Customer Service Excellence:** Enhanced customer service protocols, which led to an impressive 95% client satisfaction rate and a significant 20% increase in membership renewals.

## **PROJECT-BASED ROLES:**

### **Marketing and Project Management Specialist | Cleverharvest**

*April 2021 – October 2021*

- Orchestrated a team of 15 to launch a CRM system across global operations, enhancing customer relations and achieving a 5% savings on a \$200,000 budget.

### **Community Engagement Specialist | Playworks**

*April 2019 – March 2020*

- Led team-building initiatives that bolstered brand loyalty by 40%, curating content that deepened community connections and expanded audience reach.

## **Business Development Consultant | Wine Therapy PH**

*October 2018 – November 2019*

- Pivoted brand strategy, positioning Wine Therapy PH as a premier distributor in the high-end wine market, increasing market share by 20%.

## **EDUCATION & CERTIFICATIONS**

- **Harvard Business School Online** - Data Science for Business (Expected October 2024)
- **Human Factors International** - Certified Digital Persuasion Analyst (Expected March 2025)
- **CX Academy Ireland** - Professional Certificate in Customer Experience
- **Google** - Professional Certificate in UX Design
- **Institute of Creative Entrepreneurship** - Master of Creative Entrepreneurship
- **University of the Philippines Diliman** - Bachelor's in Sports Science

## **ADDITIONAL SKILLS AND ACHIEVEMENTS**

- **Digital Marketing & Analytical Expertise:** Proficient in utilizing advanced analytics to drive decision-making and optimize marketing effectiveness.
- **Project Leadership:** Managed multiple high-value projects under budget and ahead of schedule, demonstrating outstanding project management skills and financial acumen.
- **Innovative Leader:** Recognized for introducing groundbreaking technologies and strategies that redefine customer experiences and operational efficiency.

## **OTHER CERTIFICATIONS**

- LambdaTest Software Testing Professional Certificate 2023
- Brand Leadership: Building Brand and Culture 2023
- Generative AI by Microsoft and LinkedIn 2023
- Foundations of Project Management by Google 2022
- Foundations of Digital Marketing and E-commerce by Google 2022
- Certified Content Creator : Adobe Spark 2019
- Masterclass for Social Media Management 2019
- Exercise for Overweight and Obesity: Bridging Theory and Practice
- Fitness and Clubs Management Essentials 101

**REFERENCES AVAILABLE UPON REQUEST**