

Justin Russel Miranda, CMMS

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PROFESSIONAL SUMMARY

Certified Marketing Management Specialist and Cum Laude graduate with expertise in social media management, AI content creation, and strategic ad buying. Leverages systematic analytics optimization and creative direction to drive high-converting campaigns and scalable audience engagement across diverse industries.

WORK EXPERIENCE

Carloman Solutions Inc.

Oct 2025 - Present

Marketing Officer

Imus Cavite, Philippines

- Spearheaded Meta Ads and social content strategy across surveying, construction, and cold storage service lines, generating 200+ messaging leads weekly across B2B and B2C audiences
- Produced campaign copy, visual briefs, and creative direction aligned with audience targeting strategies, supporting scalable lead generation and conversion across multiple campaigns
- Managed CRM lead qualification and phone number capture pipeline, achieving the highest close rate in the company for converting inbound inquiries into booked consultations

LandTracker Technologies Inc.

Feb 2026 - Present

Marketing Officer

Imus Cavite, Philippines

- Built marketing function from ground zero, establishing content strategy, social media operations, and ad infrastructure that enabled rapid market entry and brand launch
- Designed and directed website UI and front-end development, establishing digital presence that supported user acquisition for land plotting platform targeting property brokers, agents, and geodetic engineers
- Managed Meta Ads and organic content campaigns, contributing to 150,000+ in monthly impressions across B2B and B2C audiences

N'Grande Halo-Halo Ventures, Inc. – Luzon Group

March 2026 - Present

Marketing Manager

Imus Cavite, Philippines

- Directed marketing and ad campaigns for franchise branches across Luzon, managing brand-level and location-specific content that supported multi-location operations
- Produced franchise marketing collateral including audience profiles, campaign briefs, and recruitment content that supported franchise network expansion across Luzon
- Created ad campaigns and creative assets for a premium F&B franchise, covering B2C product marketing and B2B franchise recruitment, driving 1,800+ branch visits and franchise inquiries

EDUCATION

Cavite State University—Cavite City Campus

2021-2025

Bachelor of Science in Business Management major in Marketing Management

Cavite City, Philippines

CERTIFICATIONS, SKILLS & AWARDS

- **Skills:** Social Media Management; Media buying; AI UGC Production; Content Strategy; Audience Research; Creatives
- **Certifications:** Certified Marketing Management Specialist (CMMS)
- **Awards:** Cum Laude