

ANNALIE NICOLE M. SAGUN

Multimedia & Content Marketing Specialist

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PROFILE

Multimedia and content specialist with production experience across broadcast, agency, and in-house marketing. Handles video end to end — shoot, edit, publish — and designs the collateral and social content the campaign runs on. Google-certified across eight advertising and analytics programs, so creative decisions are made with performance data in view.

SKILLS

Video & Editing: Adobe Premiere Pro, CapCut; short-form and long-form editing, event and behind-the-scenes capture.

Design: Adobe Illustrator; brochures, presentations, campaign collateral, publicity materials.

Content & Social: Social media content production, brand-tone alignment, community management and inbound response.

Campaign & Analytics: Google Analytics, Google Ads (Display, Video, Apps, Creative, Measurement), Display & Video 360.

EXPERIENCE

Assemblepoint Philippines, Inc.

December 2025 – September 2026

Marketing Specialist

City of Carmona, Cavite

- Produce short- and long-form video end to end, capture, edit, and publish, as the company's primary marketing content output.
- Design brochures, presentations, and campaign collateral, keeping one visual system across print and digital.
- Own inbound social media response, turning incoming inquiries into qualified conversations and structured lead handoffs for sales.
- Plan and host on-site facility tours and events, demonstrating the product directly to prospective clients.
- Run introductory discovery meetings on budget, timeline, and operational needs to qualify prospects before handoff.

ABS-CBN Film Productions, Inc. (Star Music)

April 2025 – October 2025

Quezon City, Metro Manila

Digital Production Intern

- Edited video content for The Playroom and Off The Record, matching each cut to the show's brand tone and visual style.
- Captured behind-the-scenes footage and event highlights that fed the label's social media campaigns.
- Worked in Adobe Premiere Pro, Adobe Illustrator, and CapCut on a live broadcast production schedule.

Spiralytics, Inc.

January 2025 – April 2025

Display Advertising Intern

Makati City, Metro Manila

- Built campaign setups and performance measurement scenarios across Google's display and video advertising stack.
- Evaluated creative and placement performance using Google Analytics reporting.
- Earned eight Google advertising and analytics certifications over a four-month internship.

CERTIFICATIONS

Google Ads — Display, Video, Apps, Creative, Measurement • Display & Video 360 • AI-Powered Performance Ads • Google Analytics

EDUCATION

Far Eastern University – Alabang

September 2025

BS Business Administration — Marketing Management and Multimedia Design

Muntinlupa City, Metro Manila

LEADERSHIP

FEU-A Student Coordinating Council

Creatives Committee; BSBA Representative

August 2021 – September 2025

- Produced publicity materials for university-wide campaigns, events, and announcements, growing social engagement through timely visual content.
- Represented BSBA students in council decision-making and drove student engagement through information campaigns.

Junior Business Executives – FEU Alabang

Vice President for External Affairs

August 2022 – July 2024

- Built partnerships with external organizations for event collaborations, developing the proposals and communications that secured resources and sponsorships.