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Top Skills

Responsive Web Design
University Teaching
Training Course Development

Certifications

How Should You Think About Money?
CCNA
10 Blogging Tools
Digital Marketing
Fundamentals of Digital Marketing

Publications

Haven August 2017
Haven April 2017
Haven May 2015

Princess Joem Geronimo

Executive Marketing Director for service providers & ecommerce brands. I build marketing systems that attract customers, automate follow-ups & convert more sales. Less chasing leads. More revenue. DM me.

Davao Region, Philippines

Experience

Los Angeles Powerboat Academy

Executive Marketing Director

March 2022 - Present (4 years 7 months)

Marina del Rey, CA

- Developed and executed comprehensive marketing strategies for Los Angeles Powerboat Academy, focusing on email and social media marketing.
- Implemented AI-driven content marketing initiatives to enhance brand visibility and engagement.
- Designed and optimized a high-conversion website to attract and retain customers in the powerboat education sector.

Yacht Management Services

Yacht Digital Solutions & Marketing Manager

March 2022 - April 2026 (4 years 2 months)

Marina del Rey, CA

- Designed and developed the website for Yacht Management Services, enhancing online presence.
- Created and implemented a targeted email marketing strategy to engage yacht owners.
- Facilitated communication between yacht owners and service providers for maintenance scheduling.
- Developed an all-in-one app portal for seamless yacht maintenance management.

Black Hydrovac

Marketing Coordinator

March 2025 - March 2026 (1 year 1 month)

Virginia, Stati Uniti d'America

- Collaborated with the owner of Black Hydrovac to enhance content creation and social media strategies.
- Assisted in executing email marketing campaigns to engage the target audience effectively.

- Conducted monthly website maintenance and generated performance reports for continuous improvement.
- Repurposed podcast content into high-converting reels and designed marketing graphic templates.

wrksourcing

Senior Web Developer

December 2020 - January 2026 (5 years 2 months)

Canada

- Designed and developed WordPress websites for multiple clients at wrksourcing, a Canadian VA agency.
- Conducted monthly website maintenance and security checks to ensure optimal performance.
- Assisted in setting up and migrating CRMs to enhance client operations.

Jose Maria College of Davao City

Director of Information Technology

June 2023 - August 2025 (2 years 3 months)

Давао

- Managed all aspects of digital security and infrastructure to support both learning and administrative functions.
- Developed strategic technology visions while ensuring network efficiency and effective budgeting.
- Integrated technology to foster an innovative learning environment.
- Oversaw a dedicated IT staff to enhance the technical operations of Jose Maria College.

TaskBullet

Technical Virtual Assistant

July 2019 - April 2023 (3 years 10 months)

Filippine

- Provided comprehensive virtual assistance, initially focusing on dev tasks.
- Transitioned into digital marketing through a client training program, enhancing service offerings.
- Managed a diverse portfolio of over 300 clients across four time zones, ensuring effective communication and support.
- Developed skills in digital marketing, client management, and data organization while working with TaskBullet.

MyLandscapeAcademy

Lead Generation Executive

December 2021 - November 2022 (1 year)

Maryland, Stati Uniti d'America

- Collaborated with Bruce to develop a comprehensive course website showcasing his expertise.
- Created and edited engaging course content to enhance user experience and learning outcomes.
- Contributed to the growth of MyLandscapeAcademy, a startup focused on providing specialized educational resources.

CivicExcellence - A Community of Communities

Administrative Assistant

August 2021 - February 2022 (7 months)

Columbia Britannica, Canada

- Assisted Tracey, the founder of Civic Excellence, in creating comprehensive reports for the government online community.
- Managed the Facebook group community to foster engagement and collaboration among members.
- Developed strong organizational and communication skills while supporting a startup focused on community development.

Children's Joy Foundation, Inc.

Web Administrator

June 2017 - June 2019 (2 years 1 month)

Davao

- Designed and developed a mobile-friendly website for Children's Joy Foundation, Inc., enhancing user engagement.
- Managed the posting of newsletters and blogs to keep donors informed and engaged with the organization's mission.
- Prepared and executed email campaigns aimed at fostering donor relationships and increasing support for the charity.

Jose Maria College

College Professor

June 2018 - May 2019 (1 year)

Filippine

- Instructed Bachelor of Science in Information Technology students in web security and web development courses.
- Guided students in building their first websites, enhancing their practical skills.

- Developed comprehensive lesson plans to ensure effective learning outcomes.
- Participated in teacher seminars to stay updated on educational best practices and methodologies.

Education

AMA University

Master's degree, Information Technology · (January 2024 - December 2026)

AMA University

Bachelor of Science in Information and Technology, Intermedia/
Multimedia · (June 2016 - May 2018)

Jose Maria College of Davao City

Bachelor's degree, Information Technology · (June 2014 - March 2016)