



CLARQUIN DENISE AGUILAR

Integrated Marketing Manager | Brand Strategy & Communications

+63 917 167 0807 clarquinaguilar@gmail.com

<https://clraq.online> linkedin.com/in/clarquinaguilar

PROFESSIONAL SUMMARY

Integrated and brand marketing professional with 15+ years of experience driving brand growth across healthcare, FMCG, entertainment, infrastructure, and startups. Specializes in brand strategy, integrated communications, and marketing leadership that deliver measurable business and reputational impact.

Has led nationwide advocacy and brand campaigns achieving over 500K organic reach, strengthened local and international brand visibility, and enabled ₱40M in startup funding through investor-ready brand positioning and communications.

CORE EXPERTISE

- Brand Strategy & Positioning
- Integrated Marketing & Communications
- Marketing Leadership & Team Management
- Stakeholder & Cross-Functional Alignment
- Agency & Vendor Management
- Campaign Planning & Execution
- Media Relations & PR
- Brand Architecture & Messaging
- Market & Audience Insight Development
- Client & Account Leadership

PROFESSIONAL EXPERIENCE

DKT Health, Inc. (2024–Present) - Integrated Marketing Manager

- Lead integrated marketing and communications across multiple brands under DKT Health, Inc., including Trust master brand, EZ, Premiere, and Trust Condoms
- Translate brand strategy into cohesive marketing initiatives spanning campaigns, partnerships, PR, events, digital platforms, and on-ground activations
- Manage the day-to-day operations of the marketing team, including planning, prioritization, resource allocation, and execution oversight
- Oversee brand positioning, messaging, and tone across touchpoints to ensure consistency and alignment with organizational objectives
- Work closely with internal stakeholders, agencies, media partners, and suppliers to deliver integrated campaigns within regulatory and budget constraints
- Support long-term brand development initiatives for TRUST master brand, balancing advocacy, education, and commercial objectives
- Strengthened brand visibility and media presence through sustained, campaign-led communications aligned with long-term brand objectives

UpBrand Marketing Consultancy (2023–2024) - Founder & Brand Consultant

- Provided brand strategy and integrated marketing consultancy for startups, SMEs, and local organizations
- Strengthened branding and investor-facing materials, enabling a startup to secure ₱40M in first-round funding

- Designed and led strategic marketing initiatives that contributed to a successful barangay election campaign
- Defined brand positioning and messaging for local and international clients, translating strategy into clear launch and growth narratives
- Advised founders and business owners on brand-led growth, marketing structure, and strategic prioritization

WBD Group / Taskthat (2023) - Marketing & Account Manager

- Developed marketing strategies focused on brand visibility, client acquisition, and community growth
- Improved brand visibility and community engagement on LinkedIn and X through organic, content-led strategies
- Managed client accounts and cross-functional teams, ensuring alignment between strategy, execution, and client expectations
- Acted as the primary point of contact for clients, maintaining strong relationships and delivery standards

Widescope Advertising & Entertainment (2021–2023) - Marketing Manager (Widescope Entertainment) & Account Management Lead (Widescope Advertising)

- Progressed from Accounts Team Manager to Senior Manager, leading one of two major account teams within the agency
- Managed high-profile accounts including Jollibee Food Corp brands, Merisant (Equal), and Robinsons Retail
- Achieved 100% client retention, including rescuing at-risk accounts through strategic intervention and relationship rebuilding
- Reduced employee turnover by implementing structured onboarding and 1-on-1 mentoring programs
- Led integrated marketing and sponsorship initiatives for entertainment properties, live shows, partnerships, and events
- Contributed to agency-wide strategic decisions and process improvements across accounts and marketing operations

OYO Hospitality & Technology (2020–2021) - Business Development Manager

- Drove client acquisition and strategic partnerships to expand OYO's local market presence
- Developed and negotiated partnership agreements supporting growth and market penetration
- Worked closely with internal teams to align business development initiatives with brand and operational goals

Widescope Advertising (2019–2020) - Account Manager

- Led and oversaw a team of account executives within the agency
- Managed high-profile accounts including Jollibee Food Corp brands, Merisant (Equal), and Robinsons Retail
- Achieved 100% client retention, and increased revenue through creative initiatives
- Contributed to agency-wide strategic decisions and process improvements across accounts operations

San Miguel Corporation (2017–2019) - Right-of-Way Negotiator

- Facilitated the ₱54.14B Skyway Stage 3 project through strategic right-of-way acquisition and negotiation
- Secured assigned properties below market value, generating significant project cost savings
- Built and maintained strong relationships with LGUs and stakeholders, ensuring timely land clearance and uninterrupted project progress

Burnwater Design Studios (2017) - Account Executive

- Managed client relationships and project delivery from briefing to execution
- Managed high-profile accounts including BDO, Ayala Land and Am-Phil Group
- Drafted proposals, negotiated contracts, and supported business development efforts

Yuno Japanese Learning Center (2016-2017) - Marketing and Client Manager

- Drove 200% client growth, transforming the company from financially at-risk to profitable
- Redesigned marketing strategy and repositioned the brand, boosting visibility and attracting a larger, more engaged client base
- Increased client retention, securing 30% of clients for advanced-level courses and strengthening long-term revenue streams

Polyeast Records Corp (2010–2016) - Graphic Designer (2010-2013) | Art Director (2013-2016)

- Designed album packaging, concert posters, social media assets, and marketing materials for top Filipino music artists
- Led creative direction for album releases, photoshoots, and music videos as Art Director
- Collaborated closely with artists, producers, and marketing teams to ensure cohesive brand expression
- Nominated for the 2014 Awit Awards – Best Album Packaging

K8 International Printing Services (2009–2010) - Client-Facing Graphic Designer

- Delivered design solutions for both walk-in and corporate clients
- Managed client relationships, handled briefs, revisions, and production coordination
- Acted as both creative and client-facing lead, balancing design execution with customer service and account handling

EDUCATION & PROFESSIONAL DEVELOPMENT

- MBA Essentials with Neuromarketing – Acacia University
- BA Fine Arts, Advertising – University of Santo Tomas
- Fundamentals of Digital Marketing – Google
- Crisis Communication – INQUIRER Academy
- The Power of Media Relations – INQUIRER Academy
- Basics in Application of Neuromarketing – Cambridge International Qualifications
- Korean 1 – University of the Philippines
- Japanese 1 – Yuno Japanese Learning Center

CHARACTER REFERENCES

Martin Bulatao

Founder, Metro Music Strings
+63 917 777 5008

Ivy Alvarez

HR Officer, WBD/Taskthat
+63 917 816 2446

Lorena Agcaoili

HR Director, DKT Health, Inc.
+63 917 166 7305