

BENJAMIN VINCENT YSON

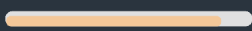
MARKETING | OPERATIONS | WEB DEVELOPMENT
AI AUTOMATION | SEO | SEM | E-COMMERCE



PROFILE

Backed by a degree in Business Management (Marketing) and diplomas in Professional Culinary Arts and Information Technology, I offer 22 years of cross-functional expertise. I specialize in Operations, Digital Marketing, Web Development, E-commerce, Project Management, and IT—combining technical know-how with business insight to drive growth, streamline processes, and build scalable digital solutions.

English



Filipino



WORK EXPERIENCE

BVN DIGITAL MARKETING AGENCY

OPERATIONS AND MARKETING MANAGER

January 2020 - March 2026

Managing the company's operational processes, ensuring they are streamlined, cost-effective, and deliver high-quality results. Translating the company's strategic objectives into actionable plans and ensuring these plans are executed effectively. Setting key performance indicators (KPIs), tracking progress, and ensuring all departments meet their goals.

FILIPINO CREAZIONE DE MANO, INC.

OPERATIONS AND MARKETING MANAGER

March 2015 - December 2019

Manages end-to-end operations including inventory, production coordination, supplier management, and order processing to maintain quality and timely delivery. Works closely with artisans and production teams to align output with demand.

CREATIVE8 MARKETING SOLUTIONS

OPERATIONS AND MARKETING HEAD

January 2013 - February 2015

Leads overall marketing strategy, brand positioning, and client acquisition. Oversees campaign planning across digital channels, manages the marketing team, and ensures consistent lead generation and growth. Tracks performance metrics, optimizes campaigns, and aligns marketing efforts with business goals and revenue targets.

SKILL SET

Core Competencies

- Marketing Strategy & Campaign Execution
- Operations Management & Process Improvement
- Web Development (Front-End & Back-End)
- AI Automation & Workflow Optimization

AI & Data Analytics

- Machine Learning Fundamentals
- Prompt Engineering
- Data Analysis (Excel, SQL, Python)
- Business Intelligence (Power BI, Tableau)
- Chatbot Development & Conversational AI

Technical & Development Skills

- Front-End: HTML, CSS, JavaScript
- Back-End: Node.js, Python, PHP
- API Integration & System Connectivity
- No-Code / Low-Code Tools (Zapier, Make)
- UX/UI Design & User Experience Optimization

Business & Operations

- Project Management (Agile, Scrum)
- Process Optimization & Automation
- CRM Management (HubSpot, Salesforce)
- E-commerce Management
- Business Strategy & Execution

CONTACT



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Las Pinas, Philippines

EDUCATION

BACHELOR IN SCIENCE IN BUSINESS MANAGEMENT

2008 - 2012

St. Francis of Assisi College, Las Pinas

BACHELOR IN SCIENCE MAJOR IN INFORMATION TECHNOLOGY

2004 - 2008

Informatics College, Alabang

REFERENCE

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