

CRISTINA LACUNA

MARKETING COMMUNICATIONS SPECIALIST

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SUMMARY

Marketing communications specialist with experience developing multi-channel content, supporting digital campaigns and managing social media for B2B and B2C audiences. Skilled in content strategy, campaign coordination and producing clear, engaging materials that support brand awareness and marketing objectives. Brings experience in PR, digital analytics and stakeholder engagement across corporate, consumer and non-profit sectors.

SKILLS & TOOLS

Marketing Communications	Project and Event Management	Mailchimp
Content Strategy	Social Media Analytics	Qualtrics
Social Media Marketing	Team Coordination and Leadership	Vividata
Media and Influencer Relations	Video Marketing	Microsoft Office
Stakeholder Management	Adobe Creative Suite	
Campaign Coordination	Canva	

WORK EXPERIENCE

Communications Coordinator, St. Joseph's Lifecare Centre, Brantford, Ont, Canada *March - Nov 2025*
(*St. Joseph's long-term care home and Stedman Community Hospice; member of St. Joseph's Health System*)

- Supported the development and implementation of corporate communications strategies and organizational priorities
- Designed digital and print marketing materials and supported content planning to maintain consistent branding across platforms.
- Produced engaging written and visual content for digital channels, newsletters and social media to support marketing objectives.
- Updated website content and managed inquiries received through social media channels
- Prepared and coordinated communications materials, including news releases, newsletters, social media posts, stories and other digital or print collateral
- Supported communications planning and materials for special events
- Monitored and reported on performance metrics across social media and digital platforms
- Conducted research and provided recommendations to inform corporate communications initiatives
- Organized and maintained digital marketing assets, including photos, newsletters, media articles and related files

Part-Time roles while completing a full-time graduate program

Aug 2023 - Feb 2025

Secretary, Library Clerk, Headquarters Receptionist

Waterloo Region District School Board, Ont, Canada

Administrative Assistant

Waterloo Catholic District School Board, Ont, Canada

Sales Associate, Canadian Tire (Sport Chek), Waterloo, Ont, Canada

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- Associate Director, Blue Totem Communications, Singapore** *Nov 2018 - March 2023*
- Led client relationships and provided senior counsel, supporting strategy development, presenting communications proposals and ensuring high-quality delivery that built long-term partnerships.
 - Managed and implemented PR strategies for corporate, technology, and consumer clients like SMART, L'Oréal, and 7-Eleven, delivering measurable PR campaigns and securing increased media coverage and brand visibility
 - Drove storytelling and editorial strategy, producing content across media, including press releases, newsletters, social media, and new campaigns, resulting in successful client positioning and engagement

- PR Consultant, PR Bespoke, Singapore** *Jan 2018 - April 2018*
- Developed and implemented media strategies, engagement plans, and social media campaigns for lifestyle and F&B accounts that resulted in increased brand awareness, media coverage, and revenue for clients
 - Monitored media coverage and analyzed results to continually improve campaign effectiveness and provide clients with valuable insights

- Communications Manager & Assistant to ASEAN Commercial Counsellor** *March 2014 - Dec 2017*
Philippine Department of Trade & Industry, Singapore Post
- Managed communication strategies and media relations for the Philippines, Singapore, and Brunei posts, including press materials for the Trade and Industry Minister and securing increased media exposure
 - Developed and maintained DTI's digital presence, ensuring up-to-date website pages for Singapore, Malaysia, and Brunei, and driving increased engagement through social media campaigns on Facebook, X, and LinkedIn

- PR Account Manager, Priority Consultants, Singapore** *Nov 2013 - March 2014*
- Provided PR client servicing for SAP Singapore and Regus Philippines, including developing and implementing effective communication strategies, managing media relations, and overseeing successful PR campaigns for each client

- Director, Corporate Brand Management Dept, Corporate Communications Division**
Globe Telecom, Philippines *Jan 2011 - Aug 2013*
- Planned, developed, and implemented institutional and digital PR campaigns, managed digital ambassador programs, and explored media and event sponsorships while leading corporate events
 - Oversaw the development of corporate materials, spearheaded activities of the Sustainability Council, and supervised team activities

- Marketing Manager, SM Supermalls, Philippines** *Oct 2008 - Jan 2011*
- Led the conceptualization of the overall direction and look of published materials, conducted photo shoots, and coordinated with publications to ensure timely and ensured production stays within the allocated budget

EDUCATION

- **Conestoga College, Ont, Canada**
Strategic Marketing Communications,
Graduate Certificate Program
May 2023 - Dec 2024
President's Honour List awardee
(highest academic average)
- **Marketing Institute of Singapore**
Post Graduate Advanced Diploma in Digital Marketing
- **University of the Philippines**
Bachelor of Science in Tourism Management

PROFESSIONAL MEMBERSHIP

International Association of Business Communicators (IABC), Canada