

# CRISTINA LACUNA

MARKETING COMMUNICATIONS SPECIALIST |  
CONTENT + DIGITAL CAMPAIGNS

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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 copy and visuals that support brand awareness and marketing objectives. Brings hands-on experience with analytics and tools across corporate, consumer and non-profit sectors.

## SKILLS & TOOLS

Marketing Communications	Video Marketing	Meltwater
Content Strategy	Social Media Analytics	Adobe Creative Suite
Campaign Coordination	HubSpot	Canva
Social Media Marketing	Meta Business Suite	Microsoft Office
Media and Influencer Relations	Mailchimp	Qualtrics
Stakeholder Management	WordPress	Vividata
Project and Event Management		

## WORK EXPERIENCE

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

- Led execution of corporate communications priorities aligned with organizational goals
- Designed digital and print marketing materials and drove content planning to maintain consistent branding across platforms
- Produced and coordinated multi-channel content (news releases, newsletters, social posts, stories and digital and print collateral) to support marketing and communications objectives
- Led newsletter production and coordination across long-term care, hospice and foundation partners and managed distribution across digital and print formats
- Developed and applied content pillars to guide social planning across Facebook, Instagram and LinkedIn
- Managed content planning, publishing and community management across five social channels (2 Facebook, 2 Instagram, 1 LinkedIn) and grew LinkedIn in my first 90 days with 59 new followers, 8,697 impressions (+1,238%) and 281 reactions (+1,773%)
- Owned website content updates and managed inquiries received through social media channels
- Led communications support for special events and initiatives, including EDI communications and a shared calendar of cultural, religious and campus-wide events

**Content Coordinator** (*volunteer*), Canadian Pride Historical Society, Canada *Sept 2024 - Present*

- Creates and coordinates content that aligns with CPHS's mission, including social media management

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

*Aug 2023 - Feb 2025*

#### Secretary, Library Clerk, Headquarters Receptionist

Waterloo Region District School Board, ON, Canada

#### Administrative Assistant

Waterloo Catholic District School Board, ON, Canada

**Sales Associate**, Canadian Tire (Sport Chek), Waterloo, ON, 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 production was on time and within budget

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## EDUCATION

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

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## PROFESSIONAL MEMBERSHIP

**International Association of Business Communicators (IABC), Canada**