

Jay Vincent P. Ruanto

Product Marketing Manager

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Overview

Marketer with over 10 years of experience in the consumer electronics industry. Managed different brands of Digital Imaging products which led to profitable sales growth from 2014 for the Interchangeable Camera and Lenses line (Sony +78% YOY average). Spearheaded the Full Frame camera campaign for the Mirrorless camera for Sony during 2013 until 2021 and for Canon from 2021 (+126% MOM average growth in sell-out).

Skills

- Product Marketing and Channel Strategy
- Knowledge of Market Trend
- Business Planning and Analysis
- Multimedia Design
- P&L Management
- Product Knowledge & Activation
- Digital Marketing and Marketing Communication
- Influencer Management

Experience

2021 – Present

Department Head - Imaging Communications Business

Canon Marketing Philippines

Increased market share and business sales for Full Frame Mirrorless cameras (MOM growth average at +126%)

Generated business profit with +13% growth vs PY through strategic investment and product bundling and promotion - Breakthrough Awardee in YR2022 for Business Excellence.

Increased total share for Mirrorless in YR2021 category attributing to a stronger market position for Canon in the total Interchangeable Lens Camera segment at number 1 market share.

2020 – 2021

Section Head - Digital Imaging

2019 – 2020

Marketing Officer II - Digital Imaging, PT Sony Indonesia

2014 – 2019

Marketing Officer I/II - Digital Imaging

2013 – 2014

Business Planning Officer - Digital Imaging

2012 – 2013

Marketing Supervisor - Handycam

Sony Philippines, Inc.

Handles and supervises different categories for the Digital Imaging line of Sony Philippines, Inc.

Launched the first Full Frame Mirrorless camera and lenses in the Philippine market which contributed to absolute number 1 Full Frame camera market share.

Overachieved targets for Digital Imaging categories (FY16 +42%, FY17 +66%, FY18 +20%, FY19 +8%)

Increased the Lens Attachment Ratio versus PY in Indonesia (FY19 +42%)

Introduced the Recording Media segment in the Indonesian market

Introduced and worked with several Digital Imaging Key Opinion Leaders to the market which contributed to new camera users and switchers from other camera brands - for both the Philippine and Indonesian market

Controlled the category P&L by doing strategic investments and promotions that led to higher sales of several Digital Imaging cameras

Ensured that all A&P activations are generating ROI and are specifically targeted towards the correct target market

Responsible for Demand Creation activities for the Digital Imaging category which aimed to tap new customers, existing upgraders and system switchers

Improved online presence in e-commerce by introducing strategic promotions, pre-order campaigns for both the local (LazMall, Shopee and Hery's Professional Online) and the Indonesian market (worked with Tokopedia and Blibli for monthly and key online campaigns)

Spearheaded several consumer workshops both online and offline for the local market, started the video workshop for Kelas Sony Alpha in Indonesia in 2019

Introduced the "Handycam Trade-in" campaign in 2012 and 2013 which resulted to a high sales growth; the campaign was also promoted in both above-the-line and below-the-line activities

Involved in community activations to help grow Digital Imaging business - worked with prominent photography communities for both the local and Indonesian market

2011 – 2012

Graphics and Website Designer

Sony Philippines, Inc.

Responsible for materializing marketing communication ideas for above-the-line and below-the-line production

Responsible for creating innovative designs to stimulate market interest on brand

Creates visual merchandizing designs for effective brand communication

2010 – 2011

Graphics and Website Designer

Yell Adworks Philippines

Responsible for creating web sites and print advertisements based on clients request

Responsible for maintaining websites based on client's requests

Educational Background

2006 – 2010 **Bachelor in Science, Information and Communications Technology**
San Beda College – Mendiola, Manila

Trainings and Seminars

2020 **Franklin Covery's Leadership Training**
2014- 2018 **Project Planning and Management**
 Digital Marketing
 Advanced MS Excel/ PowerPoint Training
 Visual Merchandising
 Trade Marketing
 Sales and Marketing Training

Publication / Website

justveryrandom.com

Owner - Toy Review site
Personal Blog
October 2016 - present

"Gotta Shoot 'em All"

Writer - Tech News Contributor
Manila Bulletin
March 2017 - October 2017

Skills

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Adobe Photoshop, Adobe Illustrator, Photography

Interest

Figure/toy, lifestyle and product photography, toy/figure collection, blogging

Character Reference

Yamamoto Takatsugu

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