



MAXENE GUEVARRA

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Manila City, Metro Manila, Philippines

Marketing operations and customer engagement professional with two years of experience in CRM administration, client communication, email follow-up, customer data management, content support, and stakeholder coordination. Skilled in supporting campaigns, maintaining customer relationships, and coordinating cross-functional activities.

Skills

- CRM & Customer Data Management
- Content Creation
- Email Marketing Support
- Customer Engagement
- Marketing Communications
- Visual Content Design
- Lead Follow-Up
- Event Coordination
- Stakeholder Communication
- Marketing Administration

Technical Program Skills

- Canva
- Adobe Creative Cloud
- Generative AI Tools
- Zoho CRM
- HubSpot
- Monday.com
- Google Workspace
- Microsoft Office
- Xero

Professional Experience

Marketing Operations Assistant

December 2023 – January 2025

SAK Sales & Maintenance – *Illawarra, South Coast NSW*

- Supported marketing communications for company products and services across email and customer contact channels.
- Developed promotional materials and branded content using Canva, Adobe products, and digital productivity tools.
- Managed customer enquiries and follow-up communication to support engagement and maintain a consistent brand experience.
- Worked with internal teams to coordinate marketing updates, organise content, and keep product information current.

Marketing & CRM Assistant

October 2022 – November 2023

Trezend Pty Ltd – *Sydney, Australia*

- Managed customer and lead information in Zoho CRM, keeping records accurate and supporting organised marketing follow-up.
- Prepared customer-facing email content and coordinated campaign and communication follow-ups with internal teams.
- Created visual marketing materials and customer communications using Canva and Adobe products.
- Used generative AI tools to support content ideas, refine marketing copy, and adapt messages for different audiences.

Freelance Content & Communications Support

January 2022 – October 2022

Manila City, Philippines

- Created audience-focused written and visual content, adapting tone and presentation for different communication needs.
- Used Canva, Adobe products, and AI-assisted tools to prepare content and maintain organised communication workflows.

Clinical Placements

General Licerio Geronimo Elementary School - Manila City, Philippines

2024

Nurse Intern - Health Education

- Conducted health education sessions promoting hygiene, nutrition, and disease prevention.
- Coordinated with teachers and school personnel to support student wellness initiatives.
- Developed age-appropriate educational materials for children and families.

East Avenue Medical Center

2025

Nurse Intern - Operating Room

- Assisted with pre-operative and post-operative patient care.
- Prepared surgical instruments and sterile equipment.
- Maintained aseptic technique and infection-control standards.

St. Luke's Medical Center - Global City

2026

Nurse Intern - Emergency Care

- Assisted registered nurses in providing safe, patient-centred emergency care.
- Maintained accurate clinical documentation while ensuring patient confidentiality.
- Collaborated with multidisciplinary healthcare professionals to support timely patient care.

Education Background

Far Eastern University - Manila, Philippines

August 2022 - July 2026

Bachelor of Science in Nursing

- Dean's Lister A.Y. 2025-2026

Leadership Experience

IHSN Alunig

- President (July 2025 - July 2026)
 - Led executive meetings, managed communication between officers and faculty, and coordinated student organisation activities.
 - Organised student events and enhancement programs, ensuring clear communication and timely delivery.
- Vice President (July 2024 - July 2025)
- Treasurer (July 2023 - July 2024)

FEU Nursing Society

- Director of Talents Department (July 2025 - July 2026)

FEU IHSN Student Council

- Executive Committee (Oct 2024 - July 2026)

Far Eastern University - Red Cross Youth Council

- Member/Volunteer (August 2022 - October 2023)

Language

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- English
 - Filipino
 - Mandarin
 - Cebuano