

Sarah Mei A. Guillarte

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SUMMARY

Results-driven Marketing Leader with expertise in digital marketing, strategic insights, and brand growth across F&B, retail, and corporate industries. Skilled in data-driven strategies, e-commerce, and marketing analytics, with a proven record of driving sales growth, product innovation, and impactful campaigns. Known for delivering actionable insights, building high-performing teams, and transforming customer engagement to achieve measurable business results.

EXPERIENCE

Strategic Insight Manager

Transcosmos Asia Philippines, Inc.

Mar 2024 – Present, Pasig City, PH

- **Insight Generation:** Lead the team in collecting and analyzing customer data to generate actionable insights through mainly digital channels.
- **Strategic Planning:** Use customer insights to propose and suggest strategic planning and decision-making for existing and potential clients.
- **Content Creation:** Create and curate high-quality, engaging content for various digital media platforms including social media platforms.
- **Stakeholder Communication:** Communicate insights and recommendations to stakeholders, including higher position of clients PICs, to influence business decisions through providing regular and ad hoc reports.
- **Process Improvement:** Continually refine and improve processes for data collection, analysis, and insight generation.
- **Team Leadership:** Manage a team of analysts, providing guidance, setting goals, and ensuring the team's work aligns with the company's strategic objectives.

Digital Marketing Strategist

Transcosmos Asia Philippines, Inc.

Jul 2022 – Feb 2024, Pasig City, PH

- Provide relevant and timely information on marketing initiatives suitable for various industries alongside the recommendation on what social media platforms are best utilized for digital campaigns.
- Research and provide recommendations on social media platforms, analytics tools, and social media schedulers should be utilized by the company.
- Plan out month-long social media calendar every month, detailing specific types of content to be published, captions, and post schedules.
- Create and maintain a consistent brand voice across all social media platforms.
- Monitor activities and comments on all social media platforms.
- Oversee the business development, marketing strategies, and implementation of an E-commerce project (Shopee & Lazada).
- Perform Weekly and Monthly Assessment Summary Report that includes Key Findings, Issues, Concerns, and Recommendations for the following month E-Commerce Campaigns and activities.

Digital Marketing Strategist

PRU LIFE UK – Lazurite District and Branch / Peridot

Jan 2022 – Apr 2023, Makati City, PH

- Analyzes the overall branch performance to determine Brand, Product, and Retail Strategies.
- Develops strategies to make the brand more relevant to global digital market trend.
- Reviews overall product profile and how it will align with the brand personality.
- Conducts market analysis of the demographics of the target and existing consumers of the brand.
- Develops local marketing campaigns to attract potential recruits for the branch.

Digital Marketing Strategist

Virtual Talent Abroad

Sep 2021 – Dec 2021, New York, USA

- Analyzes the overall company performance to determine Brand, Product, and Retail Strategies.
- Develops strategies to make the brand more relevant to global digital market trend.
- Reviews overall product profile and how it will align with the brand personality.
- Conducts market analysis of the demographics of the target and existing consumers of the brand.
- Develops local marketing campaigns based on market trends and competitor performance which aims to give 10% growth in sales.

Marketing Manager

I – Kitchen (KUYA J Restaurants)

Feb 2021 – Jul 2021, Manila, PH

- Established the sales and food cost matrix of the brand used for promos which improved the overall profitability by 52%.
- Re-branded the pricing schedule of the brand to maintain a 10% incremental on retail sales.
- Re-targeted the menu offerings of the brand, which highlighted the opportunity of products with low sales & high profitability, thus adding 18% more sales.
- Developed a product line that targeted price points within the current market trend, which contributed 17% to overall sales.
- Developed pricing schedules to maintain a 10% increment on retail price.

Marketing Manager

I – Foods Group, Inc.

Nov 2020 – Feb 2021, Pasig City, PH

- Established the overall marketing plan for a premium Japanese import product which delivered 1M sales to the company.
- Developed and innovated a seasonal Filipino dessert staple for the Holidays which added 15% to overall sales.
- Updated the menu offerings of the Filipino - Spanish buffet concept to highlight more low cost with high profitability, which increased bookings and sales by 15% and lowered raw materials inventory by 10%.
- Strengthened the delivery channel of multiple brands by creating multiple platforms and bundles to be offered in delivery, adding 10% sales to the company.
- Developed market forecasts based on market trends and monitors sales results to achieve 10% vs forecast

Customer & Product Marketing Manager

The Real American Doughnut Company Inc. (KRISPY KREME PHILS.)

May 2018 – Apr 2019, Makati City, PH

- Developed products locally that gained international recognition, which gave 5M sales during the period.
- Developed B2B partnerships with leading retail brands for a merchandise product line which gave 1M additional sales.
- Spearheaded the rebranding of the company's product development concepts which increased brand equity vs competitor products by 4%.
- Partnered with reputable advertising agencies to facilitate social media awareness and website content of marketing events, which gave an increase of 5% on brand love.
- Monitored the production of content, promotional materials, print, and digital advertisements to maintain a 1% cost vs overall sales results.

Multi-Unit Manager

The Real American Doughnut Company Inc. (KRISPY KREME PHILS.)

Oct 2016 – April 2018, Makati City, PH

- Managed the overall sales of the stores in the assigned business region, achieving sales with a 5% increase year on year.
- Monitors and conducts verbal presentations regarding the overall development and welfare of the team within the area maintaining attrition to 5%.
- Delivered opportunities for business expansion on remote locations which added 1M sales month on month.
- Managed the overall profitability of stores in the assigned business region, achieving 5% improvement year on year.
- Partnered and coordinated with sales teams to achieve b2b sales of 1M month on month.

Area Business Unit Manager

International Family Food Services Inc. (SHAKEY'S PHILS.)

Jun 2014 – Feb 2016, Parañaque City, PH

- Managed the overall sales & profitability of franchised and company-owned stores, maintaining a yearly positive performance of 10%.
- Managed the overall profitability of the company-owned stores within the assigned locations, delivering a 5% increase year on year.
- Managed the overall people program, recruitment, and people development of the stores within the assigned locations, maintaining brand love at 35%.
- Partnered and coordinated with sales teams for big events which delivered 2M results per event.
- Conducted verbal presentations monthly with the COO about the business status of the 10 stores handled.

Retail Sales Manager – VISMIN

Phoenix Petroleum Phils., Inc.

Feb 2011 – Mar 2012, Davao City, PH

- Directed retail sales operations across Visayas and Mindanao, ensuring achievement of sales targets and business objectives.
- Oversaw retail network expansion in Cebu Metro and Davao Metro, including feasibility studies, competitor analysis, and market rollouts.
- Managed, trained, and motivated the retail sales team to deliver strategies, improve productivity, and strengthen market presence.
- Developed and monitored sales processes, budgets (CAPEX & OPEX), and credit management policies to maximize profitability.
- Led the execution of sales, service, and marketing programs, aligning workforce deployment with business plans and regional growth targets.

Food Innovation and Business Development Manager

(Combined Research & Development, Marketing, and Business Development)

SL Agritech Corp – Rice Division (STERLING GROUP OF COMPANIES)

Feb 2009 – Feb 2011, Makati City, PH

- Spearheaded new product development and recipe formulation, including testing, standardization, and cost optimization to ensure quality and market viability.
- Conducted market research, competitor analysis, and trend scanning to identify opportunities for product innovation and business growth.
- Led brand-building initiatives across Retail and HORECA channels, including marketing campaigns, product activations, and media exposure.
- Developed and executed marketing strategies and sales plans, including sales forecasts, inventory management, and pricing analysis.
- Represented the brand through consumer engagement activities such as cooking demonstrations, trade shows, and media appearances.

EDUCATION & CERTIFICATION

Hotel, Restaurant and Institution Management

De La Salle - College of St. Benilde • Taft, City of Manila • 2006 • 3.4 GPA

Financial Acumen

UP Virata School of Business, UP Diliman – March 2018

Virtual Assistant Social Media Marketing Certified

Freelance Academy – December 6 - 10, 2021

Passed - Marketing and Analytics Aptitude Exam

Testdome – December 22, 2021

Marketing Analytics Foundation

Coursera & Meta – January 2, 2022

Foundations of Digital Marketing and E-Commerce

Coursera & Google – August 11, 2022

Attract and Engage Customers with Digital Marketing

Coursera & Google – December 13, 2022

SKILLS

Soft Skills: Advanced knowledge in marketing, brand marketing, and business operations

Soft Skills: Expert in people management and product development

Soft Skills: E-Commerce Analysis and Social Media Management and Performance Assessment and Analysis, Social Listening Analytics, SEO, Website Audit, and Content Creation.

Hard Skills: Microsoft Office, Google Suite, Google Analytics 4 (GA4), Google My Business, Shopify, Google Ads, Facebook Ads, Facebook Business Manager, Google Workspace, Klaviyo, Asana, Trello, Monday.com, Refersion, Simplify 360, Sprinklr, ahref, SEMrush, WIX, Canva, and Wordpress.