

# JOAN

## Marie Tinoyan



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**Curious by nature.  
Creative by trade.  
Grounded by data.**

## ABOUT ME

Hello! I'm a Newie local with about 15 years of experience in marketing and operations, ranging from tech to global non-profits. I recently finished my dual Master's (Distinction) at UON, where I learned how to use tools like SQL and Python to find the stories behind the numbers. With my business background, I can simplify processes and tell stories that mean something to people. I'm currently helping an international non-profit share the impact of their clean water projects in Ghana, Kenya, and Uganda. I'm a lifelong learner at heart, and whether I'm writing code or coordinating an event, I'm driven by the challenge of taking a complex idea and making it clear, accessible, and impactful.

## EDUCATION

**Master of Business Administration / Master of Science (Data Analytics) (Graduated with Distinction)**

**UNIVERSITY OF NEWCASTLE**

Newcastle, NSW, Australia | 2023 - 2025

**Relevant Modules:** Predictive Analytics, Data Wrangling, Visualisation, Business Intelligence, Systems Thinking

**Capstone Project: A Tale of Two Screens: Comparative Analysis of Netflix Australia Top 10**

Developed an end-to-end reproducible data pipeline using R (tidyverse) and R Markdown to ingest, clean, and visualise longitudinal dataset from Kaggle. Performed advanced inferential statistics, including Mann-Whitney U tests for group comparisons and Kaplan-Meier Survival Analysis (using survminer) to estimate the "staying power" of English vs. Non-English titles.

**Bachelor of Science in Business Administration Major in Marketing**

**SAINT LOUIS UNIVERSITY**

Baguio City, Philippines | 2007 - 2010

**Professional Diploma in Events Management (Graduated with High Distinction)**

**DELA SALLE COLLEGE OF SAINT BENILDE (SCHOOL OF PROFESSIONAL AND CONTINUING EDUCATION)**

Baguio City, Philippines | 2011-2012

## PROFESSIONAL EXPERIENCE

**WFH Multimedia Specialist**

**PROJECT MAJI | Feb 2020 - present (6 yrs on-going)**

(A non-profit organisation dedicated to UN SDG 6, providing clean water and sanitation)

Remote | [projectmaji.org](http://projectmaji.org)

- \* Lead visual identity and kiosk branding, creating high-impact digital and print assets for fundraising events using the Adobe Creative Suite.
- \* In charge of all graphic and multimedia requirements for comms and marketing.
- \* Creating videos and mographs to simplify the organisation's messages towards partners and beneficiaries.

*Part of the team that produced the Maji Bucket. My primary responsibility was the overall branding and documentation. The Maji Bucket project has been specially selected to participate at the EXPO 2020 in Dubai UAE, as part of the Global Best Practice Programme. This project has also been featured in CNN.*

## AU Communications Officer (Internship)

### SOUL HUB | Oct 2024 – Dec 2024

(A local NGO that helps the most vulnerable people in Newcastle)

- \* Managed community-focused messaging to support and connect with Newcastle's most vulnerable population.
- Newcastle | Reference: Ella Playfair +61480762222 (Community Engagement Manager)

### Service Professional (Part-time while in Uni)

#### PANDA CLEANING | Oct 2023 – Dec 2024

(Local hospitality business catering to AirBnBs in the city)

- \* Maintained high-standard property turnovers for Newcastle's AirBnB sector working parttime.
- Newcastle | Reference: Kim Gibson +61405566544 (Owner)

## UAE Co-owner and Founder

### MARIA MARIE GARDEN | 2020 – 2023 (3 yrs)

(A personal venture into pottery, handcrafts, and succulent plants)

Dubai, UAE | [mariamarie.garden](http://mariamarie.garden)

- \* Handling all social media advertising in different channels and ensuring organic growth online / SEO Strategies for growth
- \* Design and UI of the company website

### Group Marketing Officer (Data & Operations)

#### HI-FORCE FZCO | Sep 2015 - Feb 2020 (4 yrs & 4 mos)

(A trade company that deals primarily with heavy duty hydraulic tools)

Dubai, UAE | [hi-force.com](http://hi-force.com)

- \* Managed a broad range of international marketing initiatives, from implementing targeted digital campaigns via MailChimp to coordinating print and digital publications across our global offices.
- \* Took a lead role in the strategic preparation of marketing materials, involving deep research and data gathering to ensure consistency across various regions.

### Marketing Specialist

#### UNION INSURANCE PSC | Jul 2013 – Sep 2015 (2 yrs & 2 mos)

(A publicly listed insurance company in the UAE)

Dubai, UAE | [unioninsurance.com](http://unioninsurance.com)

- \* Generated business leads achieving the company's goals and targets
- \* Assisted new and existing clients providing the right coverage against possible business loss
- \* Ensured the highest standards of customer service through the entire customer journey
- \* Automated daily sales and marketing reports

## PH Nov 2011 – Dec 2012 (1 yr & 1 mo)

### THAKRAL ONE GROUP (THAKRAL & TECHNOPAQ)

(A Singaporean based tech company operating in the PH)

Metro Manila, Philippines | [technopaq-thakral.com](http://technopaq-thakral.com)

#### Account Executive – Oracle

- \* Maintaining the three-tiered partnership environment for Oracle
- \* Processed and priced the licenses (Technology / OFM) for partners.
- \* Assisted and planned road shows, exhibitions, and partnership specific events

#### Marketing Executive – Microsoft Dynamics Group

- \* Lead Generation and coverage for existing End Users of Microsoft Dynamics
- \* Provided assistance for marketing initiatives like events mainly for End Users

### Bid Support Specialist

#### IBM GLOBAL PROCESSING SERVICES | May 2010 – May 2011 (1 yr)

Makati, Philippines | [ibm.com](http://ibm.com)

- \* Direct support for IBM Sales Managers in the US, Canada, UK, and Ireland
- \* Tasks involved research, assessment of contracts and fulfillment of all client and IBM requirements in order to support the delivery of a winning proposal

## SKILLS

**Data Analytics & Programming:** Python, R, SQL, Predictive Modelling, Data Wrangling, ETL Pipelines

**Marketing Analytics:** Campaign ROI Analysis, Customer Segmentation, Market Research, Google Analytics (GA4)

**SEO & SEM:** SEO tools, SemRush, RivalIQ, GA4

**Social Media Marketing:** Content creation for social media platforms (FB, IG, LinkedIn), managing through Hootsuite

**Content Management Systems (CMS):** Managing and designing Wix websites

**Email Marketing:** Creating and managing newsletters through Mailchimp

**PPC Campaigns:** Managing pay-per-click campaigns on platforms like Google Ads and FB Ads, creating KPIs to manage

**Video Editing & Production:** Proficiency in photography and video editing tools; Adobe Premiere Pro, and After Effects

**Graphic Design:** Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)

**Commercial Strategy:** Global Brand Governance, Budget Management, Stakeholder Advisory, Vendor Management

## CHARACTER REFERENCE

**RICK PROSSER**

2014 Newcastle Citizen of the Year  
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