



PROFILE

Aside from being a seasoned advertising executive with achievements in brand launches and brand building campaigns, I am also a wife, and a mother of 3 boys. I also love to experiment in the kitchen which has led to a small business called the Cuitchen.

CONTACT:

EMAIL:
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HOBBIES

Baking, Cooking, Dancing, Music appreciation, Reading, Crocheting

JAN LORRAINE NUÑEZ – CUI

Business Director

EDUCATION

DE LA SALLE UNIVERSITY

1993 - 1998

LIA-COM (AB Psychology – BS Marketing Management)

ASSUMPTION SAN LORENZO

1989 - 1993

High School

ASSUMPTION ANTIPOLLO

1982 - 1989

Grade School

WORK EXPERIENCE

HAVAS MEDIA ORTEGA, INC.

2013 - CURRENT

Business Director for both h2 (Design arm of Havas) and Red Havas. Managed and helped build the businesses of accounts such as UN Women, Philips Lighting, Ayala Corp, Rex Bookstore, Inc., Singlife and other local and international brands. Won both local and international awards for the APEC living logo. Won awards for various campaigns of B'lue Water Plus.

TBWA \SMP

2011 - 2013

Account Director for the activation arm of TBWA which is Tequila. Handled brands and executed campaigns for Chinabank Savings, Sun Cellular, Pernod Ricard, TigerAir & more.

JWT Manila

2006 - 2011

Managed the activation accounts of the agency which included developing concepts and implementation of key projects for brands like Knorr, Shell, Kraft, HSBC etc. Built also the design business of JWT which is Sugar Rush by winning pitches and bringing in new businesses.

SKILLS

Leadership experience, problem-solving abilities, communication, management skills, computer skills, and decision making skills,