



# Lorenzo Martin E. Rodriguez

ASSOCIATE

Marketing



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## KEY PROJECTS

JEG Tower @ One Acacia  
WorldRemit Service  
Company Limited

Lorenzo Rodriguez is an Associate of the Marketing Department of KMC, Cebu. Lorenzo joined the company in 2016 and in his three years in corporate real estate, he has been involved with handling the requirements of clients in various areas such as Project Marketing, Business Development, and Office Leasing; specifically, in the Visayas Region. He is responsible for assistance and implementation of marketing campaigns for the company's first exclusive appointment in Cebu; the JEG Tower @ One Acacia.

Prior to joining KMC Cebu Team, he worked as a Digital Account Manager for Y&R Philippines where he was involved in the management, development of digital strategies, and launching of online campaigns for the various brands under Colgate-Palmolive PH.

## WORK EXPERIENCE

### Y&R Philippines

2015 - 2016

#### Digital Account Manager

Managed the various accounts of Colgate-Palmolive PH and developed online strategies and campaigns for their brands' Facebook, YouTube, and Twitter pages with the goal to increase brand identity, awareness, and loyalty

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