NICOLE ANDREA B. BAÑARES

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Nicole Andrea Banares | LinkedIn

A Marketing Supervisor with diverse and cross-functional background in Affiliate Marketing and Ecommerce platforms such as Tiktok Shop.

PROFESSIONAL EXPERIENCE

AMZmasters
Tiktok Specialist ***June 2025 - August 2026***

- Managed and maintained affiliate partnerships for US-based brands on TikTok Shop, driving creator collaborations, brand awareness, and revenue growth.
- Oversaw end-to-end TikTok Shop operations, including product listings, promotions, inventory tracking, order management, and Shop Performance Score optimization.
- Monitored inventory levels and fulfillment processes to ensure product availability, timely order processing, and smooth customer experience for US markets.
- Proactively communicated with TikTok Shop affiliates and creators to identify collaboration opportunities, negotiate campaigns, and expand the brand's creator network.
- Provided timely and effective customer support via TikTok Shop chat, resolving inquiries, product concerns, and order-related issues while maintaining a positive customer experience.
- Regularly reviewed TikTok Shop policies, guidelines, and platform updates to ensure US brand accounts remained compliant and minimize the risk of violations.
- Developed high-converting content briefs and executed data-driven, full-funnel content strategies for US brands, guiding creators in producing scalable UGC that increased engagement, conversions, and GMV.
- Managed and optimized GMV Max campaigns, leveraging performance data, product selection, creative assets, and creator content to maximize sales efficiency and drive incremental GMV growth.
- Analyzed TikTok Shop performance metrics, affiliate content, and campaign results to identify growth opportunities and continuously optimize content, promotions, and GMV Max strategies.

Guru Mehar International Corporation
Marketing Supervisor ***September 2024 - October 2025***

- Led the development of engaging content across multiple formats, including social media posts, short-form videos, and livestreams.
- Planned, executed, and evaluated digital marketing strategies aligned with brand objectives, sales targets, and audience needs.
- Managed livestream operations from content planning and host coordination to execution and performance analysis.
- Built and maintained relationships with TikTok Shop affiliates to secure mutually beneficial partnerships and increase brand visibility and sales.
- Supervised TikTok Shop operations, including product listings, affiliate management, inventory monitoring, promotions, and order fulfillment.
- Analyzed shop and campaign performance using GMV, impressions, CTR, conversion rate, ROAS, and other key metrics.
- Developed data-driven strategies to improve content performance, affiliate productivity, customer conversion, and overall GMV.
- Managed marketing budgets and ensured cost-effective allocation across campaigns, creator partnerships, and promotional initiatives.
- Monitored inventory and order fulfillment while executing promotional campaigns, discount offers, and livestream events.

PH Success Jet Commerce
Marketing Team Leader ***August 2023- September 2024***

- Planned and executed integrated online and offline marketing campaigns aligned with brand objectives, sales targets, and key promotional periods.
- Managed the budget allocated for the Marketing Department such as PR Packages, Agency Fee, and Marketing Initiative Fee, Talent Fee.
- Developed and maintained Good Relationship with Marketing Agencies such as Soontech , Nexplay Entertainment, TPH Entertainment, XMedia, Anymind, Ecomobi, , GMA Artist.
- Developed and maintained Good Relationship with Nano, Micro, Macro, Mega Influencers and Celebrities such as Chef Hazel and David Licauco
- Responsible for Data Sales Tracking, and Reports to measure the effectiveness of Campaigns and initiatives.
- Coordinated with the Ads Department to give quality videos and check the data such as ROAS, CO Rate, and CTR
- Created an Ambassador Campaign Planner for 6 Months from Negotiation to Execution of Marketing Materials and Campaigns.
- Responsible for Social Media Planner to achieve the Brand Objectives and increase brand awareness

- Responsible for creating contracts and processing the payments for Agencies, Influencers, and other Marketing Expenses

KOL Specialist ***August 2022- July 2023***

- Monitored campaign engagements and conversion rates from over +4,000 affiliates to come up with marketing campaigns
- Executed marketing strategies for Tiktok Super Brand Day and payday sales by creating social media content and Video Challenge for affiliates to help achieve the department's 100% KPI on GMV
- Responsible for conceptualizing and writing social media contents and postings
- Coordinated with Marketing Agencies
- Responsible for creating a content brief for each SKUs

EDUCATION

UNIVERSITY OF SANTO TOMAS (*Class of 2022)*
BS Business Administration Major in Marketing Management
Dean's List - A.Y. 2020-2021, University of Santo Tomas, June 2021