

CONTACT

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- yshramos.nl
- linkedin.com/in/yshramos
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- Delft, the Netherlands

HIGH SCORES

+435%	LinkedIn audience growth for a B2B tech brand (2k → 10k+)
1M+	views on TikTok for a brand
15+	years creating content, copy and campaigns
100+	videos, posts and campaigns made
6	businesses founded and launched

POTION · PROGRAMS

Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Figma · Canva · CapCut · Blender · Fusion 360 · SolidWorks · Unity · Unreal Engine · Python · C · HTML / CSS / PHP · WordPress · Microsoft Office · LinkedIn Campaign Manager · Meta Ads Manager · Google Ads · CRM · AI generation tools

PLAYER 1 · CHARACTER SHEET

Christianne "Ysh" Ramos

Creative Engineer · Content Creator

PLAYER PROFILE

A one-woman team, from idea to launch. I combine 15+ years in marketing and content with an engineering degree, so I can plan the campaign, write the story, film and edit it, design the booth, 3D-print and program the demo, and build the website. I've worked across Europe and Asia, in B2B tech, gaming, e-commerce and my own six businesses. I keep up with new tools, including AI, but the strategy, design and craft are my own, as you'll see in the interactive room I built at yshramos.nl.

EQUIPPED GEAR

HELMET Ideas & strategy
Storytelling · concepts and creative direction · pipeline planning, from idea to launch · marketing funnels · campaign strategy · UX/UI design and UX writing · game design

WEAPON Marketing & growth
Paid campaigns on LinkedIn, Meta, Google and YouTube · CRM management · A/B testing · landing pages, UTMs and tracking · social and community · copywriting

SHIELD Content
Scripting · filming and on camera · editing, effects and motion · brand and UGC videos end to end · AI-enhanced video

ARMOR Building
3D design and printing · Arduino and interactive tech · websites and apps · games · trade-show booths and print

QUEST HISTORY

Marketing and Communications Officer
02/2024 – NOW
B2B AI chip company (technology hardware, international) · Rijswijk, NL

- Own the marketing plan and paid media budget; run campaigns on LinkedIn, Meta, Google and YouTube, and make all the ad creative myself.
- Grew the LinkedIn audience by 435%, from about 2,000 to over 10,000 followers.
- Designed the company website and run its content; build landing pages, tracking, A/B tests and CRM flows.
- Design every trade-show booth, and design, 3D-print and program all product demos for international fairs.

Social Media and Community Manager
10/2022 – 12/2023
Utomik, cloud gaming platform · Eindhoven, NL

- Ran social media and the Discord community; turned player feedback into content and input for marketing and product.

Senior Account and Communications Manager
10/2021 – 05/2022
Intelligent Sales Netherlands · Rotterdam, NL

- Managed client accounts and client communications.

Lead of Media and Communications
07/2020 – 09/2021
Lunar Zebro, TU Delft moon rover · Delft, NL

- Led media, PR and communications for one of the smallest, lightest rovers headed for the Moon, working closely with the engineering teams.

ACHIEVEMENTS UNLOCKED

- Former TV host, Truly Asia TV (Malaysia)
- Captain of the Ateneo university futsal team
- Built Bloei, an app that helps women find hobbies, classes and workshops
- Designed, filmed and coded my own interactive portfolio room at yshramos.nl

LANGUAGES

English · fluent

Filipino · native

Dutch · conversational, improving

German · university minor

SIDE QUESTS

Bouldering, rollerblading, projection mapping, gaming and Pokémon. Truffle the chihuahua runs the house.

Also: Miss Nederland 2026, 3rd Runner-Up and Miss Social Media.

QUEST HISTORY, CONTINUED

Creative and Digital Marketing Director (Founder)
04/2019 – 03/2020

Cocoa Storms, creative studio · Metro Manila, PH

- Developed concepts, scripts, video, 3D animation and AR content for clients.

Founder and Owner
VARIOUS

Six businesses · Philippines

- Built and launched six brands from zero: market research, positioning, pricing, sales channels and marketing.

Senior Marketing and Communications Manager
03/2013 – 02/2017

Angel Drops Trading · Metro Manila, PH

- Led marketing plans, product campaigns and content; managed a team of 6.

E-commerce Copywriter and Team Manager
10/2012 – 03/2013

US Auto Parts, US online retailer · Metro Manila, PH

- Wrote product and e-commerce copy; managed a team of 4.

Earlier: Philips (intern, Negotiation Excellence and Design for Excellence), Collabera (business development), Schmuzter (social media).

TRAINING GROUNDS

MSc Global Digital Marketing
University of Essex, United Kingdom · 2022 – 2023

BSc Aeronautical Engineering
Inholland University of Applied Sciences, Netherlands · 2018 – 2022

BA Interdisciplinary Studies, Communication and Information Design
Ateneo de Manila University, Philippines · 2007 – 2012

BONUS LEVEL

Step into my room

This CV is the short version. Scan the code or visit yshramos.nl to walk through my room: my videos, 3D prints, apps and the story behind them.

MAIL@YSHRAMOS.NL