



Vanessa M. Barron

Pagbilao, Quezon, Philippines | +63 936 953 6431 | ymbarron28@gmail.com

Linkedin: www.linkedin.com/in/vanessa-barron-a88bb611a

PROFESSIONAL SUMMARY

Results-driven Marketing and Systems Support Professional with 7+ years of experience in **data management, CRM administration, and marketing operations**. Expert in **managing lead data, executing marketing campaigns, maintaining CRM workflows (Podio, Xencall, Smarter Contact), and implementing SOPs** to optimize efficiency and accuracy. Proven track record of **analyzing market data, improving processes, and coordinating cross-platform systems** to drive business growth. Background in **quality control and engineering** reinforces strong analytical, process improvement, and operational skills across complex technical and marketing environments.

SKILLS

- Data Management & Research
- CRM Management (Podio, Xencall, Smarter Contact)
- Market Research & Lead Generation
- Process & SOP Development
- Google Workspace & Microsoft Office

TOOLS & SYSTEMS

- BatchLeads, PropStream, Land Insights, Land Portal
- Podio, Xencall, Carrot
- Canva, Google Workspace

PROFESSIONAL EXPERIENCE

Marketing Assistant - Zeres Home Offer (Real Estate, USA)

August 2019 – April 2026

- Pulled property data from Land Portal based on market research from Land Insights
- Performed skip tracing using BatchLeads to ensure accurate contact information
- Organized and uploaded lead data into Smarter Contact system
- Managed and updated marketing campaigns in Podio CRM
- Conducted weekly quality audits of SMS activities (lead tagging: hot leads, wrong number, not interested)
- Updated and maintained SMS workflows and templates in Smarter Contact

- Ensured all Qualified Leads (QLs) contained complete and accurate data fields
- Maintained data consistency and communication flow between Podio and Xencall systems
- Executed and deployed weekly marketing campaigns
- Troubleshoot system issues and coordinated with technical support for resolution
- Created and managed user accounts across multiple platforms
- Developed and implemented Standard Operating Procedures (SOPs) for data extraction, organization, and system uploads
- Conducted market research to identify new business opportunities
- Coordinated with developers and external vendors for system improvements
- Conducted regular process audits to ensure workflow efficiency and data accuracy
- Implemented process improvements to optimize systems, reduce errors, and enhance overall performance

Quality Control Supervisor - Prima Tech Phils., Inc

2017 – 2018

- Managed incoming, in-process, and outgoing product quality to ensure compliance with company and customer standards
- Conducted product inspections using measurement tools and visual checks to maintain quality requirements
- Monitored and supervised Quality Inspectors to ensure proper execution of inspection processes
- Ensured all products were manufactured within defined quality standards and specifications
- Coordinated with cross-functional teams to address and resolve quality issues and implement corrective actions
- Ensured proper implementation of Engineering Change Notices (ECN) in production processes
- Collaborated with NPI Engineers for sorting, rework, and resolution of quality-related issues
- Participated in customer audits and contributed to root cause analysis and corrective action planning for non-compliance issues

Engineering Supervisor - Panasonic Precision Devices Philippines Corporation

2012 – 2016

- Led a cross-functional team of 10 engineers and 3 staff to achieve project targets and timelines
- Developed and implemented quality evaluation systems, ensuring compliance with international standards and customer requirements
- Conducted product testing, validation, and reliability assessments for new materials and processes
- Coordinated with sales, subcontractors, and internal departments to manage specification changes and process improvements
- Managed end-to-end new product development (NPI) from concept to mass production
- Collaborated with planning teams to define product schedules and oversee trial samples
- Created and maintained accurate Bills of Materials (BOM) for timely production release
- Established document control systems, ensuring proper distribution and compliance of technical documents
- Implemented recovery plans to meet mass production targets and supported continuous process improvements

SENIOR ENGINEER (Engineering Dep't) - Panasonic Precision Devices Philippines Corporation (PPRDPH)

September 2011 – September 2012

- Led new model introduction (NPI), including development and approval of parts, firmware, and processes from engineering sample stage to mass production
- Ensured material and product reliability in compliance with standard requirements and industry specifications
- Supported manufacturing by analyzing and resolving production issues through reliability testing and validation
- Implemented Value Engineering (VE) initiatives to optimize cost, performance, and product quality
- Established and standardized reliability testing procedures at the Philippine manufacturing facility

IN-PROCESS QUALITY CONTROL ENGR - Panasonic Precision Devices Philippines Corporation (PPRDPH)

October 2008 – September 2011

- Developed and implemented standardized production processes to ensure consistent product quality and compliance with specifications
- Identified process variations and executed corrective and preventive actions (CAPA) to improve overall quality performance
- Drove quality awareness initiatives among production personnel to meet and exceed customer quality standards
- Analyzed customer feedback and quality data to identify trends and implement continuous improvement strategies
- Led cross-functional teams in root cause analysis (RCA) to resolve critical production and quality issues
- Managed and executed Engineering Change Notices (ECN) to ensure effective implementation of design and process changes

PRODUCTION SUPERVISOR

Ionics EMS INC - Calamba , Laguna

May 2006 – Jan 2008

- Directed daily production operations to meet output, quality, and efficiency targets
- Planned and monitored schedules to ensure on-time delivery
- Supervised and developed team performance through coaching and feedback
- Improved line processes for better quality and productivity
- Managed manpower scheduling for optimal workforce utilization

EDUCATION

Bachelor of Science in Industrial Engineering (April 2006)

Southern Luzon State University – Lucban, Quezon