



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. Lately my favourite tools are AI: I use it to make videos, images and whole interactive websites, like the room you'll find 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.

CONTACT

✉ mail@yshramos.nl
◆ yshramos.nl
in linkedin.com/in/yshramos
📷 instagram.com/yshramos
✦ 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

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.