

Francesca Alexis Santiago

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EDUCATION

University of St.Gallen

M.A. Strategy and International Management (SIM)

- Ranked #1 Masters in Management by The Financial Times

St.Gallen, Switzerland

Sep 2025 – Aug 2027

University of the Philippines – Diliman

B.Sc. Business Administration and Accountancy

- Graduated magna cum laude (GPA: 1.35; 1-5 scale, with 1 being the highest)

Quezon City, Philippines

Aug 2019 – Jan 2024

Ateneo de Manila University

Ateneo Junior Summer Program

- Pre-college summer program for the top 70 highschoolers nationwide

Quezon City, Philippines

Apr 2018 – May 2018

PROFESSIONAL EXPERIENCE

Louis Vuitton

Public Relations Assistant

- Developed the brand's local print and digital marketing strategy with senior management, managing and monitoring media campaigns for coverage with 60+ top celebrities, influencers, and key publications such as Vogue and L'Officiel
- Planned and executed 6 high-profile brand experiences and in-store activations for press, KOLs, and VIP clients
- Coordinated with cross-functional teams, including regional communications, sales, logistics, and operations, to ensure smooth project execution and consistent storytelling across multi-platform channels

Makati, Philippines

Apr 2024 – Apr 2025

KPMG Philippines

Tax Compliance & Deal Advisory Services Intern

- Mapped and analyzed 10+ business workflows for efficiency improvements, enhancing process visibility for a conglomerate client
- Conducted rigorous audit of 100+ source documents to ensure accurate VAT and withholding tax amounts
- Engaged in client strategy meetings, translating operational insights into process recommendations

Makati, Philippines

Sep 2023 – Nov 2023

EY Philippines

Business Consulting Intern

- Monitored and synthesized emerging industry trends, benchmarking best practices in process transformation and technology adoption
- Applied knowledge of core business cycles (purchase-to-pay, order-to-cash) to better analyze and streamline operational workflows

Makati, Philippines

Aug 2022 – Oct 2022

EXTRACURRICULAR ACTIVITIES

Studyond AG

Digital Business & Transformation Project

- Developed a web scraping tool to identify and expand Studyond's study program manager contacts beyond the DACH region, building a scalable outreach pipeline
- Designed and conducted structured interviews with study program managers to generate insights informing the startup's onboarding strategy
- Synthesized findings into strategic recommendations for improving platform adoption and user experience

St.Gallen, Switzerland

Feb 2026 – Present

Philippine Financial Summit 2023

Co-Chairperson

- Directed a 700+ attendee national event across two cities, leading 4 cross-functional teams (corporate partnerships, content & digital marketing, graphic design, and web design)
- Secured PHP 500,000 (~CHF 7,700) in sponsorships through strategic partnerships with financial institutions, professional services firms, and fintech companies
- Planned and analyzed digital content campaigns, optimizing performance to reach 64,500+ people and drive 10,100+ interactions

Manila & Cebu, Philippines

Dec 2022 – Jun 2023

SKILLS & INTERESTS

Languages: English (native), Filipino (native)

Certifications: Certified Public Accountant (issued by the Professional Regulation Commission of the Philippines)

Technical Skills: Microsoft Office, Generative AI tools, Adobe Creative Suite, design and video editing tools (DaVinci Resolve, CapCut, Final Cut Pro, Canva)

Interests: Fashion, luxury, social media, live events, creative writing, musical theater, piano, travel