

JOSA C. ELEGADO

Marketing Strategist | Brand, Content and Go-to-Market

Taguig City, Philippines | elegadojosa@gmail.com | +63 968 8649 335

SUMMARY

Marketer with a background in technology commercialization. Three years at a government technology promotion agency, helping inventors and startups take products from prototype to market through positioning, partnerships, pitch events and impact measurement. Builds brands and campaigns end to end, from naming and identity to social ads, websites and video, using AI tools to research and produce faster.

SKILLS

Marketing: go-to-market strategy, brand positioning, market research, campaign planning, partnership and event marketing
Content: social media content, copywriting (English and Filipino), website design and copy, short-form video, video editing, ad design
Measurement: KPI design, performance dashboards, monitoring and evaluation, impact reporting
Tools: Canva, Claude, OpenArt, Cloudflare Pages

EXPERIENCE

- VESS Energy Corp. (Apolaki)** | Co-founder, Commercial and Market Entry

2025 - Present

 - Generated 120 solar assessments in 6 months by positioning Apolaki around a free, bill-based estimate and building the website and Facebook campaigns around that single step.
 - Secured interest from 35 solar installers and EPC partners in a pay-per-qualified-lead model, validating the startup's revenue model before launch.
 - Grew @ApolakiAi to nearly 500 followers through awareness content that leads with rising electricity bills and points every post to the free assessment.
- DOST-TAPI** | Program Manager

Feb 2026 - Present

 - Established the agency's first Monitoring and Evaluation Unit, building the impact framework, dashboards and digital workflows now used to track 200+ funded technology projects.
 - Delivered scale, reposition or close recommendations on 100+ commercialization projects under TECHNICOM, IPRAP and GALING by assessing their market traction and impact data.
 - Connected 10+ inventors to intellectual property, financing and incubation support by building referral partnerships across the DOST system and outside organizations.
- DOST-TAPI** | Junior Program Manager

May 2023 - Jan 2026

 - Secured ₱5M in government innovation funding by writing and negotiating grant proposals for 30+ early-stage technology projects.
 - Moved 10+ of 32 GALING Program projects to licensing, commercial pilots or market launch by matching inventors and startups with investors, industry partners and funding.
 - Drew 2,000+ entrepreneurs, investors and industry leaders to 5+ local and international pitch events and workshops by planning, promoting and running each one.
- DOST-TAPI** | Project Assistant

Mar 2023 - Apr 2023

 - Built a partnership tracking system that kept joint programs with 5+ government institutions on schedule.
- Independent Brand and Content Work** | Freelance

2025 - Present

 - Collected 50+ waitlist sign-ups for Moopsie, a fresh milk subscription, by creating the brand from name to packaging and running a launch carousel and paid social test in BGC and Makati.
 - Turned BurnZone's website into a booking channel for a two-branch gym in Bengaluru, bringing in 100+ free-trial bookings a month by leading with a free first class and WhatsApp booking.
 - Created a Refillka social campaign that sells refill to sari-sari store shoppers on value, showing that one bottle replaces 204 sachets and that ₱5 buys more product.
- Elegado Construction and Engineering Services** | Operations Supervisor

Mar 2020 - Jul 2021

 - Cut permit delays with 5+ government agencies by supervising field survey teams and setting up a partner database for requirements and contacts.

EDUCATION

- Master in Innovation and Business**, Asian Institute of Management

2026
- BS Agricultural and Biosystems Engineering**, cum laude, Central Luzon State University

2022

CERTIFICATIONS AND LEADERSHIP

Certifications: GIMI Innovation Associate (Level 1) and Management Consulting Analyst; WIPO DL-101 Intellectual Property; Licensed Agricultural and Biosystems Engineer (PRC)
Leadership: Technical Judge and Mentor, CALABARZON Young Innovators Challenge; Research Coach, Science Castle Philippines