

ELLA FUCANAN

B2B Software Marketing | Go-to-Market | Thought Leadership |
Strategic Marketing | Customer & Audience Insights

☎ +49 176 76194314
✉ ella.fucanan@gmail.com
📍 Ingolstadt, Germany

Profile

B2B marketing professional with 12+ years building marketing functions for technically complex, global products — software, hardware, and SaaS — from strategy through execution across technology, media, telecom, and innovation-focused environments and various markets, actively pivoting to renewable industries to help people live dignified lives in a livable planet

Work Experience

Senior Marketing Manager

Vizoo GmbH | 2024 - 2026

- Owned marketing end-to-end for a B2B software and hardware company (3D material digitization for the textile industry): strategy, content, PR, social media, video, and events — building the function without a team or agency, improved LinkedIn performance by 12% and strengthened visibility
- Supported management directly with business planning and brand strategy; developed positioning and messaging for technically complex products aimed at enterprise customers

Social Media & Marketing Manager

NFON AG & Cloud Employee | 2021 - 2023

- Developed audience-focused content and communications strategy for two B2B technology companies across Germany and the UK, translating market and customer insights into channel-specific execution.

Marketing Manager

Globe Telecom | 2018-2020

- Led go-to-market strategy for the SMB segment — identifying segment-specific needs, developing customer personas, and translating market insights into thought leadership initiatives that engaged 150+ businesses; planned and delivered an industry conference end to end, achieving 97.8% attendee satisfaction.

Marketing Specialist

NuWorks, IdeaSpace, ABS-CBN, Migo | 2011-2018

- Led NuWorks awards winning campaign entry to [Festival of Media and Kidlat Awards](#) | Grew IdeaSpace's digital media presence by 30% | Developed content marketing strategies for ABS-CBN grounded in audience research, brand equity analysis, and competitive positioning — contributing to top ratings and sustained audience growth across entertainment properties. | Positioned Migo, a new consumer technology platform using data-driven gap analysis across 500+ data points

Education

Masters in Business Administration

WHU – Otto Beisheim School of Management - *scholarship recipient, ongoing; expected completion Oct 2026

BA Broadcast Communication

cum laude, University of the Philippines, 2010

Languages

🇬🇧 English | C2, TOEFL

🇩🇪 Deutsch | C1, TELC

🇵🇭 Filipino | NATIVE

Other Certifications

Certificate in Entrepreneurship Development

Asian Institute of Management, 2017

IDEO Agile Principles | Business Analytics

Skills

Content Strategy (Web / Social / Email) | Campaign Management | Market & Customer Analysis | Brand Identity & Management | Event Marketing & Lead Generation | Email Marketing & Nurturing | SEO | KPI & ROI Reporting | Budget & Vendor Management | Cross-functional Collaboration

Tools

Adobe CS Suite | Avid Media Composer | Sprout Social | Falcon (Brandwatch) | Semrush | Tableau | Canva | Jira | GenAI