

Sophia Ysabel A. Arespacochaga

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WestGate Plaza, 120 H.V. Dela Costa Street, Makati City

A reliable and tenacious 4th year Marketing student of De La Salle University who is voracious in learning tried and tested skill sets and processes that steer successful businesses. With prior experience in social media and content management and working with a team in a corporate setting to curate meaningful and engaging content for different social media platforms.

RELEVANT EXPERIENCE

Publicity Intern

Kippap Learning Corp. | July 2022 - Present

- Manages the Facebook page of Kippap High School, a newly introduced branch of Kippap Learning Corp. Creates and publishes an average of 10 social media content a month catered to senior high school students who are about to take their college entrance exams
- Generated 30.7K Facebook page visits and 13.8K overall engagements in a span of 3 months
- Monitors the monthly performance of social media posts using Meta Business Suite to pitch areas for improvement in the content strategy of Kippap High School to the marketing heads
- Spearheads the social media content strategy, planning, and creative direction for CETs Ready, an online event hosted by Kippap High School which garnered 2.4k sign ups in a span of 2 weeks

Marketing Intern

Generation Hope Inc. | March 2021 - June 2021

- Assisted the Marketing team in creating their social media calendar
- Curated and pitched 2-3 digital content per week which were posted on their social media platforms
- Consolidated and analyzed the monthly data analytics of their Twitter, Instagram, and Facebook page

Business Owner

SARES SCRUNCHIES | May 2020- Feb 2021

- Managed the sourcing of materials, production of 10 different product designs per restock, packaging of products, down to the delivery and shipping to consumers.
- Managed all social media platforms from content creation to conversion (click to Shopee).
- Utilized digital analytics of social media accounts as well as sentiment scan to measure product interest of consumers.

EDUCATIONAL ATTAINMENT

De La Salle University - Manila

Bachelor of Science in Marketing Management | September 2019 - Present

Miriam College High School

Humanities and Social Sciences Strand | June 2015 - March 2019

EXTRA-CURRICULAR ACTIVITIES

WiTech

Creatives Member | September 2022 – present

WiTech (Youth for Women in Technology Inc.) is a nonprofit SEC-registered organization that aims to educate, inspire, and empower the youth to break gender barriers and use tech to make a difference in the Philippines.

- Assists the marketing team in creating relevant publicity collaterals for Facebook, Instagram, the WiTech official website, and WiTech events

DLSU Southeast Asian Studies Organization

Executive for Operations and Logistics | April 2021 - July 2022

DLSU-SEASON is an organization in De La Salle University that aims to foster community relations for proper awareness, knowledge transfer, and heightened student involvement to mold future leaders and stakeholders in the ASEAN region.

- Consolidated all of the necessary documents of the Organization's different projects
- Managed the project team and heads through project management of their files and documents

SKILLS

- Excellent Social Media and Content Management
- Excellent Leadership Skills
- Superb Interpersonal and Communication
- Digital native
- Capable of multi-tasking
- Proficient in speaking and writing in English and Filipino
- Competent in utilizing different photo and video editing softwares such as Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Procreate, and Final Cut Pro
- Unsatiated eagerness to learn and self-growth.
- Has tenacity to get through challenges.