

# paul emanuel rafa

Marketing graduate from San Beda University  
Graduated cum laude with 1.708 GPA

**i am here to tell stories –  
yours. mine.**

***i was a/an:***

*Events intern (Summit Media Publishing)  
Management Trainee (SM Supermalls)  
Marketing Communications Officer (SM Supermalls)*

***with the following honors and awards:***

*PANAnaw Awardee (RakOn 360-marketing campaign)  
Global Brand Planning Awards in SG (Balut Export Mktg)  
Quill Awardee (Day-to-Day music app; #AweSM60)  
Anvil Silver Awardee (#SMforSMEs campaign)  
Asia-Pacific Stevie Bronze Awardee (#SelfLove campaign)  
Outstanding Marketing Officer (SM Supermalls)  
Leadership Award (San Beda University Batch 2017)*



**i am a content writer who makes**

ARTICLES – NAMING – SLOGANS – SPEECHES – EDITORIALS – WEBSITE COPY  
– NEWSLETTERS – BRAND MANIFESTO – ANNUAL REPORTS – ONLINE & PRINT  
AD COPY – INTERNAL COMMUNICATIONS – CORPORATE WRITE-UPS – RADIO  
AD SCRIPT – PRESENTATIONS

**as seen on**



SUPERMALLS

SHOPMAG

CYBERZONE

**MANILA  
BULLETIN**  
THE NATION'S LEADING NEWSPAPER

THE PHILIPPINE  
**STAR**

PHILIPPINE DAILY  
**INQUIRER**  
BALANCED NEWS + FEARLESS VIEWS

**ABS-CBN  
NEWS**

let's get in touch: [pauledrafa@gmail.com](mailto:pauledrafa@gmail.com) // 09177034368  
full folio at [www.paulrafa.journoportfolio.com](http://www.paulrafa.journoportfolio.com)

