



# Hi, I'm Eira!

## I WRITE.

## CONTACT

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## WORK EXPERIENCE

- 2019** **LYFE MARKETING LLC**  
Social Media Specialist
- Creation of monthly calendars (social media captions copywriting)
  - Community management
- 2018** **A+B EXPEDIO**  
Senior Copywriter
- Formulate overarching concepts for activations, events, and other Below the Line promotional activities
  - Create original copy for all needed materials
- 2014** **BAD IDEA**  
Account Director & Strategist
- Design and implement digital and in-store marketing strategies
  - Create original copy for print and digital materials
- 2013** **SOLAR ENTERTAINMENT CORPORATION**  
New Media Editor for Entertainment
- Create content plans for new media assets of several entertainment channels
  - Produce, curate, and edit news and feature articles for different programs
- 2012** **LOUD WHISTLE, INC.**  
Campaign Manager; Copywriter
- Design and enforce digital strategies
  - Produce digital content
- 2012** **UNIVERSITY OF THE PHILIPPINES L.B.**  
BS Development Communication
- Major in Development Journalism
  - Minor in Human Settlements Planning

## EDUCATION