



LYKA CHIANG

CONTACT

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PROFILE

I am a 25-year old Filipina, changing the world one step at a time through content creation and communication. I am eager to work in an environment that fosters learning, creativity, innovation, and teamwork.

COMPETENCIES

Leadership
Project & Team Management
Strategic Planning
Copywriting
Content Creation
Digital Marketing
Video Production & Editing
Web3 & Blockchain Knowledge

LANGUAGES

English (Fluent)
Filipino (Native)

REFERENCES

Available upon request.

Lyka Chiang

WORK EXPERIENCE

Head of Communications Empire Token | 2021 - Present

Responsible for managing and implementing marketing and communication strategies across all of our brands. This includes overseeing marketing campaigns, social media strategies, and investor relations. I also manage internal communications with all team members to ensure that daily operations run smoothly.

Digital Segment Producer ABS-CBN Corporation | 2019 - 2021

Responsible for producing digital content focused on entertainment. In charge of writing scripts and managing production teams, ensuring smooth workflow from pre to post production.

Social Media Manager BeUtify | 2018 - 2019

Responsible for social media content planning, creation, and scheduling.

Segment Producer ABS-CBN Global Ltd. | 2018 - 2019

Responsible for producing lifestyle content for television. In charge of writing scripts and managing production teams, ensuring smooth workflow from pre to post production.

Junior Writer FAME Inc. | 2017 - 2018

Responsible for writing high-quality content for four different magazines focused on health, lifestyle, travel, and women.

EDUCATION

Polytechnic University of the Philippines

Bachelor of Arts in Broadcast Communication
2013-2017