

Arielle Dion Y. Choy

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PROFILE

I am a goal-oriented individual who is hardworking and possesses great communication skills. As a creative person, I am good at coming up with solutions for problems and improvising when the situation calls for it. Analyzing challenges from different perspectives is a strength of mine that not only allows me to always be open-minded and flexible, but also makes me a good team-player. Currently, I am interested in pursuing a long-term career in advertising, sales, marketing, and other related openings.

EDUCATION

Ateneo de Manila University

June 2019

BS Management major in Communications Technology

- Honorable Mention
- Consistent Dean's lister

WORK-RELATED EXPERIENCE

WhenInManila.com | Writing Intern

March 2018 - June 2018

- Covered events and wrote articles for WhenInManila.com's website and social media pages
- Occasionally also contributed photo and video content for the site

CO-CURRICULAR ACTIVITIES

Ateneo Celadon

2017 - 2019

- **Writer for Documentations and Publications (DocPub) pool**

Loyola Film Circle (LFC)

2017 - 2018

- Member of **Promotions team**

Ateneo Student Exchange Council (ASEC)

2016 - 2017

Ateneo Association for Communications Technology Managers (ACTM)

2015 - 2016

- Member of **Creative Directors pool** as a **photographer/videographer**

PROJECTS INVOLVED

Ateneo Celadon Mid-autumn Festival

September 2018

- As **Documentations and Publications head**, led writing team in promoting and documenting the event

Ateneo Celadon Spring Film Festival

February 2018

- As **Logistics core team** member, was in charge of managing volunteers and assisted with other logistical concerns

Ateneo Celadon Exemplar Journalism Workshop

February 2018

- As **Logistics core team** member, assisted with securing food and venue accommodations for the event

Run for Love Charity Fun Run

November 2016

- As **head of Finance**, was in charge of managing financial resources and brand sponsorships for the event
- Part of the team that **conceptualized and planned** the event
- Part of the team that launched the **marketing campaign** for the event

Ateneo Student Exchange Council Sportsfiesta

November 2016

- As **Logistics core team** member, assisted with logistical concerns

ADDITIONAL SKILLS

- Fluent in English, Tagalog, and Chinese (Mandarin and Fukien)
- Familiar with using WordPress and basic search engine optimization
- Very comfortable with writing in English
- Proficient in using Adobe Photoshop and Adobe Premiere Pro
- Proficient in using Microsoft Office (Excel, Word, and PowerPoint)
- Knowledgeable in using social media platforms for marketing purposes