

DENISE MARCELO

ABOUT

I am determined to display quality in all my work. I am highly motivated and resilient to failure yet welcome to criticism; I am always looking for opportunities for improvement. I value healthy and positive relations with the people I work with, and consider communication to be a cornerstone of efficiency. I work well in high-pressure environments and am comfortable with solving problems that require creativity and innovation

RELEVANT SKILLS

External Relations
Content Creation
Public Relations
Copywriting
Social Media Management

Proficient in Google Sheets/Excel
Basic proficiency in Photoshop
Fluent in English and Tagalog,
conversant in Spanish and Portuguese

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

Bondi Studios & 360 Digital | January 2020 - present

Conceptualizing visual content to promote the brand's products, boosting social media presence, copywriting, basic public relations work

COPYWRITER

Initiative 19 | March 2020

Writing captions and content for an online donation drive that caters to COVID-19 frontline personnel

COPYWRITER

Labang Pangkalususan | March 2020

Writing captions, content, and doing research for an online information campaign for COVID-19 awareness

EDITORIAL INTERN

Preview Magazine | March 2017 - May 2017

Handling mainly secretarial and administrative duties for the print publication; assisting in photoshoots

EDITORIAL INTERN

Status Magazine | April 2016 - June 2016

Writing for articles published online and on print; transcribing interviews; representing the magazine at different events

CONTACT

✉ denise.marcelo18@gmail.com

☎ 0917 891 6325

EDUCATION

BACHELOR OF ARTS: COMMUNICATION

AUGUST 2018 - PRESENT

Ateneo de Manila University

Consistent First Honors'
Dean's Lister (3.91 QPI)

SOCIAL

📷 @denise.marcelo

DENISE MARCELO

EXTRA-CURRICULAR EXPERIENCE

BYE-BYE PLASTIC BAGS PH

SOCIAL MEDIA HEAD: PUBLICATION TEAM

Bye Bye Plastic Bags Philippines | January 2019 - present

Conceptualizing themes and topics for monthly publications; overseeing, editing, and proofreading written content; member development and relations

KYTHE-ATENEO

CAMPAIGN POOL MEMBER

September 2019 - present

Creating, researching, and designing social media content that highlight the organization's advocacy through research and design

KWKF HOSTS & PERFORMERS COMMITTEE

December 2019 - February 2020

In charge of contacting, negotiating with, and managing celebrity guests for the event

ATENEO ENVIRONMENTAL SCIENCE SOCIETY

TURTLE WALK 2019 EXTERNAL RELATIONS COMMITTEE HEAD

October 2019 - December 2019

An overnight event wherein participants get to observe the annual turtle hatching at the Pawikan Conservation Center in Zambales

In charge of contacting and negotiating with prospective sponsors
Secured x-deals and monetary sponsorships for the event participants

ECO-FAIR 2020 EXTERNAL RELATIONS COMMITTEE HEAD

January 2019 - March 2020

A one-day bazaar featuring homegrown sustainable lifestyle, food, and fashion brands, conservation speakers, and performances

Created an organized database for external relations, delegate tasks and responsibilities to committee members, craft marketing spiels, negotiate and handle partner organizations, speakers, and businesses

CONTACT

✉ denise.marcelo18@gmail.com

☎ 0917 891 6325

EDUCATION

BACHELOR OF ARTS: COMMUNICATION

AUGUST 2018 - PRESENT

Ateneo de Manila University

Consistent First Honors'
Dean's Lister (3.91 QPI)

SOCIAL

📷 @denise.marcelo