

Mary Paul Therese M. Agpalo

Mandaluyong City, Metro Manila • mptmagpalo@gmail.com • (+63) 967 003 0966

Education

UNIVERSITY OF THE PHILIPPINES VISAYAS

B.A. in Communication and Media Studies. GWA: 1.38

A Study on the International State College of the Philippines as a Social Media Phenomenon

Relevant Coursework: Media Theories, Media Laws and Codes, Screenwriting, Directing, Cinematography, Interactive Advertising, Broadcast Advertising | Honors: Magna Cum Laude and College of Arts and Sciences Service Awardee

Miagao, Iloilo

July 2023

ST. SCHOLASTICA'S ACADEMY BACOLOD

With Highest Honors

Bacolod City, Negros Occidental

April 2019

Experience

SUMMIT MEDIA

Operations Specialist

Mandaluyong, Metro Manila

October 2023 – Present

- Monitors and manages Summit X Creatives workload and helps coordinate resources, track project status and milestones, and manage project risks to ensure successful implementation.
- Evaluate existing team processes, systems, and workflows to identify areas for improvements
- Maintains documentation of process improvements, project plans, and outcomes, and prepares regular reports and presentations to communicate the impact of improvement initiatives to the Head of Marketing

FINEST PEOPLE SINGAPORE

Marketing Executive

Makati, Metro Manila

November 2022 – May 2023

- Spearheaded brainstorming of ideas and implemented the overall digital marketing strategy
- Organized marketing campaigns and manages the company's social media accounts and website
- Crafted the company's brandbook in collaboration with the Netherlands branch's social creative
- Created content for the landing page of the website
- Collaborated with the team to attract top talents, both internal and external, and spearhead advertising workflow to address recruitment needs

Marketing Intern

June 2022 – October 2022

- Designed digital content and visual assets that showcased the Finest People's branding
- Increased social media organic reach by 480.4% and social media likes by 341.8%
- Collaborated with the team to develop and deliver innovative recruitment marketing campaigns to attract top talent and aligned advertising workflow to recruitment needs
- Spearheaded the company's photoshoots and video shoots

Leadership & Activities

UPV SKIMMERS

Governor

Miagao, Iloilo

November 2021 – July 2022

- Organized and implemented activities and project initiatives that live out the organization's Vision and Mission
- Received and responds to constituents' queries and concerns
- Represented the academic organization in the student council, Humanities division, and official events.
- Forwarded the inquiries and/or concerns of constituents to the council, Humanities division, and UPV administration
- Spearheaded the executive committee and delegated tasks among its members
- Initiated discussion on a year-long plan and communicates deadlines to complete projects on time

UPV LIBERTAS

Miagao, Iloilo

President

August 2020 – August 2021

- Crafted the organization's constitution and by-laws
- Processed necessary documents for the institutionalization of the organization and the approval of its activities
- Organized and implemented activities and project initiatives about disinformation, social media marketing for small businesses, and the promotion of Communication and Media Studies
- Received and responded to constituents' queries and concerns
- Spearheaded the executive committee and delegates tasks among its members

Vice President for Internals

August 2021 – June 2022

- Supported the President and serves as his substitute in case of his absence
- Contributed ideas and suggestions during executive meetings and discussion
- Ensured strong internal relations among the organization's members
- Boosted members morale by recommending opportunities for them to participate

UPV COLLEGE OF ARTS AND SCIENCES STUDENT COUNCIL

Miagao, Iloilo

Finance Councilor

August 2020 – August 2021

- Initiated and institutionalized a financial assistance project for the UPV CAS students named CASabay
- Prepared and presented the council's financial reports to ensure transparency
- Designed publicity materials for the council's social media accounts

UPV NEGRENSE

Miagao, Iloilo

Vice President for Externals

August 2020 – August 2021

- Maximized connections and resources to find opportunities for the organization and our members
- Communicated and maintained relations with partner organizations
- Designed publicity materials for the organization's social media accounts

UPV CATALYST

Miagao, Iloilo

Volunteer Director

August 2020 – August 2022

- Initiated activities for self-development of volunteers and team building for the organization
- Created a strong network and relationship among members and alumni
- Helped organize and promote TabLet's Give Hope where tablets were distributed among chosen high school students nationwide
- Delegated tasks among members and volunteers for outreach activities

Skills & Interests

Technical: Adobe Photoshop, Adobe Premiere, Adobe Lightroom, Adobe Audition, Adobe Illustrator, Adobe InDesign, Filmora, Hootsuite, and Meta Business Suite

Language: English, Filipino, and Hiligaynon

Interests: Photography, Cinematography, Advertising, Film, Digital Marketing, Calligraphy, Dance, Travel, Swimming, Chess, and Volunteering

Link to Resume Video: <http://bitly.ws/Q6zL>

Link to Portfolio: <http://bitly.ws/Q6JE>