

SHEKINAH FEARL F. DELA CRUZ

San Carlos City, Pangasinan

+63 949 838 4810 • shekinahdelacruz1@gmail.com

EDUCATION

SAINT LOUIS UNIVERSITY <i>Bachelor of Arts in Political Science</i>	2020-2024
EDNAS SCHOOL OF SAN CARLOS <i>Junior – Senior High School: STEAM Strand</i>	2014-2020
AGOO MONTESSORI LEARNING CENTER AND HIGH SCHOOL INC. <i>Primary School</i>	2008-2014

WORK EXPERIENCE

Assistask <i>Lead Generation Virtual Assistant, Part-time/On-Call</i>	March 2024-Present
<ul style="list-style-type: none">• Find and conduct online research• Engage potential customers for a Your text here 1• business Draw inbound marketing	
Renaissance Growth Marketing <i>Outbound Cold Caller, Part-Time</i>	January 2024-February 2024
<ul style="list-style-type: none">• Call warm/inbound leads from the marketing team• Follow up on inquiries via website, email, or phone• Update lead information in CRM tools	
Knowledge Channel Foundation Inc. <i>Human Resource, Intern</i>	October 2023-March 2023
<ul style="list-style-type: none">• Facilitated integration activities for new hires• Conducted monthly engagement programs to foster ongoing employee connection and satisfaction	
Cheko <i>Marketing, Intern</i>	October 2023-December 2023
<ul style="list-style-type: none">• Responsible for growing the brand and expanding the company's reach through creating engaging TikTok content• Connected with fellow students to boost brand awareness and fostered a vibrant online community• Analyzed engagement metrics to refine and optimize our social media strategies	

Institute for Solidarity in Asia**July 2023-December 2023***Resource Development, Intern*

- Marketing-related support
 - Sending of Confirmation Emails
 - Curating certificates
- Logistical support
 - Assisting during online/ onsite events (audience management, documentation, etc.)
- Program Support
 - Assisting in the crafting of module guidelines and other program-related documents (script, deck, speech, etc.)

PS MEDIA ENTERPRISE**May 2023-June 2023***Business Development, Intern*

- Learning how to write grant proposal
- Assisting in administrative tasks
- Forecasting and budgeting to manage expenses
- Tracking and organizing schedules, documentation and files for multiple projects
- Analyzing financial and non-financial data and defining relevant information
- Technical and article writing

STRAMASA**January 2023-April 2023***Digital Marketing, Intern*

- Assisting digital marketing campaigns
- Designing social media campaigns and website

IDMA COMMERCE LLC**April 2022-November 2022***Sales Development Representative, Part-time*

- Managed customer service inquiries to ensure client satisfaction and retention
- Conducted cold calls to potential leads, effectively introducing our products and services
- Involved qualifying leads by assessing their needs and readiness to purchase
- Conducted market research to identify new prospects
- Collaborated with the sales team to develop strategies for improving lead conversion rates.

NEODOCTO**March 2022-May 2022***Associate Administration Executive, Intern*

- Planning and coordinating administrative procedures to streamline processes
- Assessing staff performance and providing training and guidance to ensure maximum efficiency
- Collaborating with other team members
- Attending online meetings with the expert team

VOLUNTEERING

SLU, RED CROSS YOUTH CLUB *Vice-Chairperson, Committee on Membership and Recruitment*

November 2023-2024

- Planning recruitment strategies
- Identifying programs for intensifying membership campaign

Member, Committee on Membership and Recruitment

February 2023-November 2024

LOVE EDUCATION PHILIPPINES

Member

March 2024-Present

- Community Engagement
- Reaching out to public schools for learning

FILIPINO YOUTH EMPOWERMENT ALLIANCE

Information Officer

May 2024-Present

- External face of the organization, acting as spokesperson on its behalf.
- Managing all social media accounts of the organization, ensuring consistent and effective communication with the public
- Creating summaries of meeting minutes to be publicly posted, promoting transparency within the organization
- Respond to inquiries and messages received through social media channels, maintaining a professional and courteous demeanor at all times.
- Responsible for creating and disseminating press releases, announcements, and other relevant information to the media and other stakeholders as necessary.
- Collaborate with other units within the organization to ensure alignment of messaging and consistency in communication strategies

THE ROAD TO RIGHTS

Office of Operations

May 2024-Present

- Event Managements
- Community Extension

CERTIFICATIONS

Social Media Marketing, 2022
Digital Marketing Expert Program, 2022
Business Skills Pass Mentoring, 2019

TECHNICAL EXPERTISE

MS Excel | MS Word | MS PowerPoint | Canva | Adobe Illustrator | Hubspot | Go
High Level | Google Suite