

SUN MABINI OCAMPO

Cainta, Rizal Philippines | sunmocampo@gmail.com | 969-370-5898 | [Linkedin](#)

WORK EXPERIENCE

One Php Technology Inc.

Social Marketing Intern

Mandaluyong, Metro Manila

July 2024 - October 2024

- Contributed to the creation of mock-ups, email campaigns, and social media content that grew their Instagram, Facebook and LinkedIn engagement rate by 10% in three months.
- Helped with the planning and hosting of B2B marketing events.
- Prepare detailed promotional presentations to clients such as Aqua Planet.
- Monitored all social media platforms for trending news, ideas, and feedback.

Transworld Systems Inc.

Customer Service Representative | Financial Account

Ortigas Avenue, Pasig City

February 2024 - July 2024

- Responsible for acting as a liaison between customers and companies such as Bank of America, JP Morgan Capital One Bank.
- Communicate via inbound telephone calls with customers and assists with complaints, accounts, and other queries.
- Accurately document and update records in required system
- Communicate to customers and attempt to bring resolution to unpaid accounts

EDUCATIONAL ATTAINMENT

Polytechnic University of the Philippines

Bachelor in Advertising and Public Relations | College

Sta. Mesa, Manila

2023- Present

- Grades: 1.50 GPA
- Coursework: Copywriting, Events Operations, Graphic Design, Ad Campaigns, Public Relations, Digital Advertising, Marketing Communication

Gardner College Cainta

Accountancy & Business Management | Senior Highschool

Cainta, Rizal

2021- 2023

- Grades: 94 GWA | With Honors
- Coursework: Basic Accounting, Entrepreneurship, Financial Management, Business Marketing, Business Enterprise Simulation, Applied Economics

PROFESSIONAL SUMMARY

Currently a second-year Bachelor of Advertising and Public Relations student from PUP- Sta.Mesa with experience in customer service for a financial institution, a Marketing Internship spanning 520 hours for an IT startup, and managing a self-founded clothing business. My current area of expertise lies in the Copywriting Committee of my program.

LEADERSHIP EXPERIENCE & ACTIVITIES

Viva Voce Club

Sta. Mesa, Manila

Board Member

S.Y 2023-2024

- Regularly attended online organization training to hone the members' skills.
- Part of the organization's Communication Committee and manages the organizations' Facebook page with copywriting and graphic contributions to each post.

Flaunt It Ph.

Cainta, Rizal

Founder and Project Manager | Work Immersion

April 2023 - May 2023

- Led a team of 10 members in the successful launch of a second-hand clothing business.
- Grew initial capital from zero to ₱5,000 in base profit within the project timeline.
- Managed and developed the brand's social media presence on Facebook, Instagram, and TikTok, increasing engagement and brand awareness.
- Conducted weekly live selling sessions on Facebook, effectively showcasing products and driving sales.
- Coordinates team tasks and responsibilities to ensure smooth operations and timely project completion.

TECHNICAL SKILLS

- **Languages:** *English [Fluent] • Tagalog [Fluent, First Language]*
- **Graphic Design Tools:** *Adobe Creative Programs [Basic] • Canva [Advanced]*
- **Office Suites:** *Microsoft Office (Word, PowerPoint, Excel)*