

# JOANNA MARIE P. REYES

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## ABOUT ME

A dedicated writer and designer with a strong passion for creative thinking and strategic planning- an effective combination that consistently results in high-quality content. Her extensive experience contributes to successful project outcomes and serves as a valuable asset in any creative or collaborative environment. If you wish to see how prolific a visionary she is, you may check this portfolio out: <https://reyesjoannamariep.wixsite.com/website>.

## EDUCATION

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**San Sebastian College - Recoletos de Cavite**

*Bachelor of Arts in Communication*

**St. Mary Magdalene School**

*Science, Technology, Engineering, and Mathematics Strand*

## PROFESSIONAL EXPERIENCE

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**San Sebastian College- Recoletos de Cavite | Philippines**

*April 2025 - June 2025*

*Central for Strategic Communications and Marketing (CSCM) Intern*

- Conducted research for marketing content and campaign strategies which resulted in a content with 16 thousand views in Facebook.
- Participated in video shoots for institutional marketing materials.
- Designed cohesive publication materials aligned with the school's branding.
- Supported event coverage through photography and videography.

**PhilSTAR Daily Inc. | Philippines**

*February 2025 - March 2025*

*Branded & Creative Services Unit (BCSU) Internals Intern*

- Developed campaign proposals and pitch decks, two of which were adopted for the execution by the team
- Wrote scripts for internal events and campaigns.
- Coordinated with the Internals Lead and various departments to assist the planning and executing both online and on-ground activities.
- Ensured proper rollout of approved campaign materials.
- Documented events through photography for internal use and content.
- Adapted in a fast-paced environment which allowed me to be able to adapt to situations.

**AngBinibini | Philippines**

*2020 - Present*

*Owner & Social Media Manager*

- Manages a local creative business focused on women-centered handmade products.
- Develops product concepts and designs tailored to women's tastes and preferences.
- Produces promotional materials and publication materials.
- Maintains a cohesive visual aesthetic across platforms and promotes products online.
- Delivers customer-focused product lines aligned with brand values.
- Managed social media calendar for Ang Binibini, increasing engagement by 14.1% in Facebook, and 61.2% in Instagram in the last 28 days.

## CO-CURRICULAR ACTIVITIES

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**Sebastianian Communicators**

*2024 - 2025, 2022-2023*

*Vice President*

*President*

*2023-2024*

**Baste TV**

*2022 - 2024*

*Segment Writer*

## SKILLS

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- **Content & Media:** Scriptwriting, Copywriting, Content Strategy, Social Media Management
- **Design & Tools:** Canva, Adobe Photoshop, Lightroom, Meta Business Suite, Notion
- **Production:** Photography, Multimedia Production, Event Documentation
- **General:** Microsoft Office, Google Workspace

## CERTIFICATIONS/ AWARDS

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<b>OpenAcademy in Jobstreet</b> <i>Digital Marketing Basic</i>	<i>August 2025</i>
<b>RISE for Youth Program</b> <i>Certificate of Participation- Swipe Right on Your Dream Job: AI Strategies for Job Seekers</i>	<i>June 2025</i>
<b>RISE for Youth Program</b> <i>Certificate of Participation- Think Fast, Think Smart: AI as Your Career Wingman</i>	<i>June 2025</i>
<b>Technical Education and Skills Development Authority (TESDA)</b> <i>Certificate of Completion - Introduction to Visual Graphic Design</i>	<i>June 2025</i>
<b>San Sebastian College - Recoletos de Cavite</b> <i>Best in Research Study: Research Colloquium 2025</i> <i>“Media Disinformation Awareness in Selected Three Generations.”</i>	<i>April 2025</i>
<b>San Sebastian College - Recoletos de Cavite</b> <i>1st Semester Dean’s Lister (A.Y. 2023-2024)</i>	<i>March 2024</i>
<b>24th EdukCircle International Convention on Media Communication</b> <i>Certificate of Participation</i>	<i>October 2023</i>
<b>UP Journalism Department</b> <i>Certificate of Attendance– Media and Information Literacy Channel</i>	<i>October 2023</i>
<b>San Sebastian College - Recoletos de Cavite</b> <i>Most Outstanding Student in Knowledge Management</i>	<i>May 2023</i>
<b>San Sebastian College - Recoletos de Cavite</b> <i>Most Outstanding Student in Communication Theory</i>	<i>May 2023</i>
<b>PUP Radio Festival 2023</b> <i>Certificate of Participation - UBAS Production</i>	<i>April 2023</i>
<b>San Sebastian College - Recoletos de Cavite</b> <i>Outstanding Student in COMM 104: Communication Media Laws and Ethics</i>	<i>July 2022</i>

## RELATED ACCOMPLISHED PROJECTS

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● <b><i>Internals Intern, Philstar Daily Inc.</i></b> <i>SHE SLAYS 2025- Script writer, SDU for Socials, &amp; Event Coverage</i>	<i>March 2025</i>
● <b><i>Internals Intern, Philstar Daily Inc.</i></b> <i>PSN 39 Anniversary: Liga Ngayon- Script writer &amp; SDU for Socials</i>	<i>March 2025</i>
● <b><i>Internals Intern, Philstar Daily Inc.</i></b> <i>NAKAKALOCAL: Food Fest- Script writer &amp; SDU for Socials</i>	<i>February 2025 - March 2025</i>
● <b><i>Internals Intern, Philstar Daily Inc.</i></b> <i>PSN Mother’s Day &amp; Father’s Day Campaign &amp; Concept Deck</i>	<i>February 2025</i>
● <b><i>Production Assistant, CSCM</i></b> <i>SSC-R de Cavite Christmas Community Video 2024</i>	<i>December 2024</i>
● <b><i>Writer/ Host, Sebastianian Communicators</i></b> <i>Podcast COMMfy Encounters (Pilot Episode) Mythbusters: COMMunicating Realities</i>	<i>November 2024</i>
● <b><i>Writer, Sebastianian Communicators</i></b> <i>Radio Show COMMfrequency (Pilot Episode) - Ano ang Song of the Year mo?</i>	<i>September 2024</i>
● <b><i>Facilitator, FIBERS Collective</i></b> <i>STITCH (Social entrepreneurship Training for Inmates Towards Circular &amp; Holistic development) Program</i>	<i>April 2024</i>
● <b><i>Committee Head, Sebastianian Communicators</i></b> <i>SEBCOM Media Summit 2024 “Reinvigorating Media Practices through the Responsible Integration of (AI) Artificial Intelligence Technologies”</i>	<i>March 2024</i>
● <b><i>Writer, CSCM</i></b> <i>SSC-R de Cavite Christmas Community Video 2023 Segment</i>	<i>December 2023</i>
● <b><i>Writer, UBAS Production</i></b> <i>PUP Radio Festival 2023- Podcasting Entry</i>	<i>April 2023</i>