

JUDYMAE T. RIVERA

Block 8 Lot 22 Greenland St., Casa De Monteverde Homes, Brgy. F. De Castro; GMA, Cavite
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CAREER OBJECTIVE

An experiential learner seeking a challenging position where I can use my communication skills and creative skills as well as my capability to maintain and organize workspace.

EDUCATION

BS Business Administration Major in Marketing Management
with Specialization track in Advertising. (2015 – 2019)

De La Salle University - Dasmariñas, Cavite (DLSU-D)

- Ranked 1st Best PR and CSR Plan on a department wide competition

SKILLS AND INTEREST

- Photo Editing - Photoshop
- Video Editing - Sony Vegas Pro
- Social Media Marketing
- Event Photography
- Creative & Critical Thinking
- Organizational and Planning skills
- People Management
- Project & Event Management

EXPERIENCES

Asia Pacific Aqua Marine, Inc.

Sales and Marketing Assistant | October 2019 – 2021

- Conceptualizing designs and creative ideas; acts as graphic artist by providing outputs for the social media accounts, online stores, marketing collaterals for the brand, Capitan Del Mar, and other APAMI entities.
- Boosting Facebook sponsored advertisements for the brand.
- Managing official online store Lazada and LazMall account for Capitan Del Mar and providing monthly sales reports.
- Assisting in event brand activations by preparing overall booth set-up, liaising and negotiating with B2B and/or direct consumers, and handling post-event reports.
- Overseeing different merchandise key accounts by performing spot product inventory, product facing quality and processing PO.
- Identifying and managing opportunities in government procurement through collating and submitting documents and evaluating products capability.
- Contributed in establishing and pioneering the Distributorship Program of APAMI by collaborating with the managers and consultants in developing the business model.
- Progress tracking and mapping for distributors' key accounts and current sales.

Merck Sharp & Dohme (I.A.) LLC

Intern of Anesthesia Marketing Department | June - August 2018

- Worked under the anesthesia department they have two products which are BRIDION® (Sugammadex) and ESMERON® (Rocuronium bromide).
- Created layout design and programmed an interactive presentation of detail aid for the Medical Representatives.
- Edited video entry for international MSD competition that represents MSD Anesthesia Department.
- Created doctors' dosage guide for BRIDION® (Sugammadex) and ESMERON® (Rocuronium bromide)
- Edited 10 doctor's manual guide videos regarding surgery and correct usage of BRIDION® (Sugammadex) and ESMERON® (Rocuronium bromide)

ACHIEVEMENTS/RESPONSIBILITIES

Asia Pacific Aqua Marine, Inc.

First Campaign handled for Capitan Del Mar:

Draw Your Style with Capitan Del Mar (October 2020)

- 142 total art entries submitted by individual artist from around the country.
- Facebook increased 97.5% page likes from 36,755 to 37,731.
- Instagram account increased 88.7% in follower from 1,125 to 1,268.
- Shopee store reached 2.2k followers.
- Lazada increased 13 new followers.
- 97% increase in social media engagement.

Marché Société (DLSU-D)

Associate Secretary (SY2019)

- Student Leader Award

ALAB: Awards for Lasallian Advertising

Breakthrough

Head of Production team of *KASUKALAN* (MKA45) (SY 2019)

1ST place for overall ALAB 2019

2nd placer:

- Print advertisement & Special Award for TVC Creative Storytelling from Gardenia Cream Roll
- OOH advertisement for Trifoglio Ristorante Tagaytay
- Radio advertisement for iFEED Philippines
- TVC advertisement for Gardenia Cream Roll
- AVP Tribe introduction

Junior Marketing Association (JMA) – (DLSU-D)

- Spearheaded 10+ successful events, general assemblies and seminars for the whole marketing department under the organization during 2017 – 2018.

Vice President for Creatives Department (SY 2018)

- Lead 2 Directors and 10 Trainees with 60+ collaterals across the organization's projects for 10 months.
- Dark Room: Secrets Unlocked was nominated in DLSU-D Luntiang Parangal – Fund Raising Event for the year 2017.

Director for Creatives Department (SY June – Sept. 2017)

- Organized activities for the 10 aspiring APEX and LEAD creative department trainees.

PORTFOLIO PREPARED

<https://judymaeriveraaa.wixsite.com/materwelonnn>

CHARACTER REFERENCE

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