

Margarita Dela Cruz

Marketing & Communications Intern

+32488577030

Bondgenotenlaan 38, 3000 Leuven

margadelacruz98@gmail.com

linkedin.com/margaritadelacruz

behance.net/margaridelacru

EDUCATION

Bachelor of Science,
Marketing Management
De La Salle University 2016-2021

Bachelor's degree,
International Communications
& Media
Thomas More University of Applied
Sciences 2022-2023

SKILLS

//PROFESSIONAL

Project Management
E-commerce
Influencer & Client Relations
Marketing Strategy
Brand Content & Activations

//TECHNICAL

Adobe Photoshop & Premiere Pro
Facebook Ads Manager
Microsoft Office Suite

//LANGUAGE

Fluent in English & Filipino

PROFILE

A Marketing Management graduate from De La Salle University Philippines. Skilled in end-to-end project management, marketing, and e-commerce. Competency in the field includes marketing strategies, influencer & client relations, and brand activations. Experienced in early-stage start-ups and fast-paced environments after working in the Philippines.

Currently living in Belgium earning a 2nd Bachelor's Degree in International Communications and Media Degree at Thomas More University. I am looking for an Internship in Communications where I can learn, grow, and innovate in the international scene.

WORK EXPERIENCE

Category Operations Associate

BeautyMnl, Philippines | April 2021 – April 2022

- With a team of four, managed the End-to-End Campaign Execution for 20+ Sitewide Sales and secured Merchant Promotions with over 300 Merchants participating per Campaign.
- Conceptualized communications frameworks for push notifications, emails, and website collateral (carousels & promo boxes) & campaign promotions for Sitewide Sales.
- Optimized internal processes and campaign strategies through competitive analysis, post-mortem reports, and new systems for quality assessment of promotions & promotion execution.
- Spearheaded the Corporate Sales for Electronic Gift Card (EGC) Distribution and sold over € 120,000 worth of EGCs to Merchant Partners in 1 year.
- Oversaw the VIP Program & Freebie Replenishment; Launched the first-ever Virtual VIP Parties & VIP Raffle Promos.

Digital Media Buying Intern

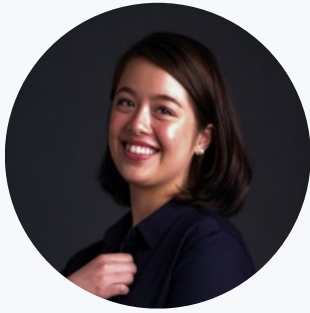
Eight Media Solutions Inc., Philippines | March 2021 – April 2021

- Trainee for ad optimization and analytics under the Digital Media Buying Department.
- Analyzed current trends and market research for efficient brand market targeting for Philippine Brands on Google Ads and Facebook Ads.

Influencer Marketing Intern

AnyMind Group, Philippines | September 2020 – November 2020

- Managed Campaigns for L'Oreal, Garnier, LBC, GCash, & BDO and Executed Influencer Proposals, Financial and Legal Documents, Negotiations, and Social Media Monitoring for over 100+ Influencers
- Achieved 107% of the projected Total Reach for Macro influencers for the L'Oreal 9.30 Lazada Campaign
- Increased company brand equity through influencer relationship management that led to securing 100+ Influencers (Micro and Macro) to the AnyCreator platform



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AWARDS

Best Thesis Awardee,
De La Salle University, 2021

Best Position Paper
National Model United Nations, 2018

CERTIFICATIONS

HTML Essentials Training
LinkedIn Learning, October 2022

Digital Marketing
HubSpot Academy, October 2022

LEADERSHIP & ACHIEVEMENTS

President

Santugon, Philippines | September 2019 – September 2020

- Executed 30 Advocacy Projects consisting of both digital and on-ground, with over 300 Santugon members
- Organized 23 online webinars and workshops with an average of 100 participants and 24,000 views
- Achieved a sweeping victory and won 74% of seats in the University Student Government Special Elections 2019

Chief Operating Officer, Office of the Vice-President of Internal Affairs

De La Salle University Student Government, Philippines | September 2018 – September 2019

- Mobilized the Creatives, Operations, and Financial affairs of the office and Supervised 34+ university-wide student initiatives and events.
- Spearheaded the Animo Concert under the annual DLSU Christmas Tree Lighting that was attended by 200 individuals.
- Pioneered the 24-Hour Study Areas and Honesty Store in the Gokongwei Building that benefited a minimum of 150 students per night

Two-Time Executive Board, University-Mission Vision Week

De La Salle University Student Government, Philippines | September 2017- September 2019

- Oversaw a team of 270 individuals and assisted in the on-ground operations, production, and overall implementation of the institutional University Vision-Mission Week.
- Garnered over €13,000 worth of sponsorship goods, with a culminating night attended by at least 5,000 people.

U.N. International Organization for Migration (IOM) Delegate

National Model United Nation, Washington DC, USA | November 2018

- Represented De La Salle University; Awarded IOM Committee Best Position Paper
- Conducted extensive research on the international policies and issues regarding the threat of human trafficking and the economic integration of migrants; Engaged in simulation-based education through intensive debate, public speaking, and policy negotiation with 90+ Participants