

Meteor V. Ordoña

ordonameteor0@gmail.com • Candon City, Ilocos Sur

Summary

Entrepreneur with expertise in marketing, brand development, and business growth. Founder of ventures in sports performance, *SoleGrip Shoe Grip Enhancer*, and clothing industry (*WTG? Clothing Brand*), with proven skills in digital marketing, product innovation, and community partnerships. Experienced in startups and nonprofit leadership, applying entrepreneurial strategies to scale brands, create opportunities, and drive sustainable impact.

Professional Experience

Director for Business Opportunity (Junior Chamber International - Candon City Gold Leaf NGO)

SEPTEMBER 2025 – PRESENT

- Promoted entrepreneurship and sustainable livelihood initiatives within the community through JCI programs.
- Collaborated with civic and private stakeholders to create impactful projects aligned with JCI's mission of community and leadership development.

Founder/Owner (SoleGrip)

FEBRUARY 2023 – PRESENT | Candon City, Ilocos Sur

- Established and manage a sports performance product brand focused on enhancing shoe grip for athletes
- Built and executed UGC marketing strategies on Facebook and TikTok, driving engagement among basketball players and athletes in general.
- Manage partnerships with shops and athletic communities to increase product visibility and distribution.

Founder/Owner (WTG? – Where's The Gold?)

AUGUST 2021- PRESENT | Candon City, Ilocos Sur

- Founded and operated a streetwear-inspired clothing line with a focus on creative design and cultural identity.
- Manage end-to-end business functions including product design, sourcing, marketing, and sales.
- Grew audience through targeted social media marketing, influencer partnerships, and events.

Marketing Assistant (Unirises)

FEBRUARY 2021 - JANUARY 2022 | 46 Steve, Quezon City, 1121 Metro Manila

- Helped launch and grow a startup by building its marketing foundation from zero.
- Shaped company identity through branding, storytelling, and digital presence.
- Balanced strategic planning with hands-on execution across content, ads, and community-building.

Education

University of Northern Philippines / Bachelor of Science in Computer Science

2019 – 2023 | Vigan City, Ilocos Sur

- GWA: 1.8

Skills

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| • Technical Skills: Front-End Web Development, JavaScript, PHP, Java, VB.Net, C++, Python, Photoshop, Canva, MS Office | • Digital & Social Media Marketing |
| | • Graphic Design & Brand Building |
| | • Problem-Solving & Adaptability |
| | • Project & Team Management |

Projects & Research:

Agridam: IoT Early Flood Risk Monitoring and Alarm System

Undergraduate Thesis, UNP 2023

- Developed an IoT-based system to monitor flood risks and provide early warning alerts for communities.
- Integrated real-time sensors and cloud-based monitoring for disaster preparedness.
- Researched sustainable tech applications to support climate resilience and public safety.