

# RANICA LANE MERALPIS

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📍 Dasmariñas, Cavite

Creative and  
Content Writer

## WORK EXPERIENCE

Astrolikha Inc  
2020 – Present

### **Director for External Affairs & Literary Arts**

- Worked on marketing campaigns for different projects and events
- Brainstorms innovative and creative ideas for the organisation's projects and events
- Collaborates with local artists, brands, and sponsors
- Responsible for writing, editing and proofreading the Memorandum of Agreement between the organisation, its partners and sponsors.
- Assisting or spearheading event planning and scheduling (Webinars, fundraisers, exhibits, and social media events)
- Collaborating with brands, sponsors, and artists in creating themes for events and branding
- Organizing outreach programs for the community
- Responsible for the on-time writing, editing and proofreading of literary articles for social media posting submitted by the members of the organisation
- Responsible for the on-time writing, editing, and proofreading of emails to be sent for brand collaboration and sponsors.
- Assisting or spearheading event planning and scheduling (Webinars, fundraisers, exhibits, and social media events)
- Organizing outreach programs

Pepperberry  
Publishing  
2019 – Present

### **Freelance Creative Writer**

- Developing original content for fiction and short stories based on a theme provided
- Producing written content to express story lines and ideas
- Writing graphic novels stories and content for newsletters and blogs
- Conduct extensive research on various topics
- Producing written material for outlines and rough drafts
- Editing content for correct spelling and grammar
- Work with editors and other creative writers to revise and rewrite sections
- Perform extensive fact-checking relevant to the material
- Arranging material in chapters or parts
- Collaborating with the graphics team to
- Maintain blogs to keep in touch with readers

Growth99  
2021– 2022

### **Freelance Content Writer**

- Collaborating with marketing teams identifying clients needs and, researching ideas and facts based on the clients needs
- Writing content, proofreading content for errors and adhering to SEO strategies
- Create custom content for clients
- Review content accuracy and consistency
- Optimize content for SEO readability
- Deliver content consistently within the deadline
- Collaborating with peers to satisfy client workload

### **Feature Writer**

HUEMANS  
Magazine  
2022

- Writing content that relies on in-depth interviews, extensive research and investigative reporting
- Pitch stories and topics to the team
- Writing content based on assigned topics
- Editing and proofreading content

Heraldo Filipino  
2016 - 2018

## Literary Writer

- Conceive and write literary content such as short stories, novels and other materials for publishing and presentation
- Conduct research to establish factual content to obtain other necessary information
- Editing and proofreading content
- Collaborating with other writers to create literary content

## EDUCATION

Lyceum of the Philippines  
University Cavite  
2019 - Present

### AB Legal Studies

A four-year degree program that aims to provide students with basic knowledge of proper legislative proceedings and an overview of the Philippine Justice System. The program includes topics on the laws of business, obligation and contracts, taxation, labor laws, criminal laws, property laws and negotiable instruments that teach students the essentials of both public and business management.

De La Salle University  
Dasmariñas  
2015-2018

### Bachelor of Arts Accounting

A four-year degree program that centers on studying the types of government, the history and forms of political institutions, political behavior, and political policies. It covers crucial areas of study, including Philippine politics, comparative politics, international relations, political theory and methodology, public administration, political dynamics, local and global governance, and research in politics.

## SKILL

### Personal

Management Skills  
Time Management  
Adaptability  
Critical Thinking  
Collaboration  
Problem Solving  
Creativity

### Professional

Content & Creative Writing  
Editing  
Proofreading  
Analysis of information from different sources  
Data Collection  
Planning and Scheduling

# PORTFOLIO

## CONTENT WRITING SAMPLES

Product or Service	Byline	Client	Original File Link	Client Website Link
Botox & Xeomin	Does Xeomin last longer than Botox	Scinature Aesthetics	<a href="#">Does Xeomin last longer than Botox</a>	<a href="#">Does Xeomin last longer than Botox</a>
Cosmetic Surgery Training	Importance of Facial Anatomy in Cosmetic Surgery and How can you master it	The Audrey Rose Institute	<a href="#">Importance of Facial Anatomy in Cosmetic Surgery and How can you master it</a>	<a href="#">Importance of Facial Anatomy in Cosmetic Surgery and How can you master it</a>
Growth Mindset	What having a growth mindset actually means	Live you June	<a href="#">What having a growth mindset actually means</a>	<a href="#">What having a growth mindset actually means</a>
Charter School Admission	How are students chosen for charter schools	Bonneville Academy	<a href="#">How are students chosen for charter schools</a>	<a href="#">How are students chosen for charter schools</a>

## CREATIVE WRITING SAMPLES

Publication	Byline	Awards	Digital Copy Link
The Indie Collective	In the Shadows where they lie: San Manokan	The Indiependent Collective (Horror Story Competition 2022) - 4th Place	<a href="#"><u>In the Shadows where they lie: San Manokan</u></a>
Palad Vol.19	Cicadamorphosis	6th Philippine Student Quill Awards (2018) - Award of Merit	<a href="#"><u>Cicadamorphosis</u></a>
Palad Vol 19	Hating Kapatid ( <i>Sibling's Share</i> )	6th Philippine Student Quill Awards (2018) - Award of Merit	<a href="#"><u>Hating Kapatid (<i>Sibling's Share</i>)</u></a>
Palad Vol.19	Buhali	6th Philippine Student Quill Awards (2018) - Award of Merit	<a href="#"><u>Buhali</u></a>

## CREATIVE WRITING SAMPLES

Publication	Byline	Awards	Digital Copy Link
La Salleño Vol.24	Run Alicia, Run	Adobo Design Awards Asia (2017) - Silver	<a href="#">Run Alicia, Run</a>
The Heraldo Filipino Broadsheet Vol.31	Malatandang	6th Philippine Student Quill Awards (2018) - Award of Merit	<a href="#">Malatandang</a>
The Heraldo Filipino Broadsheet Vol .32	Patay na Simbahan (Dead Church)	6th Philippine Student Quill Awards (2018) - Award of Merit	<a href="#">Patay na Simbahan (Dead Church)</a>

## PROJECTS



### Sabi Mo! Sabi Niya! Art Talks Campus Tour: The role of the arts in helping address environmental crisis (February 16, 2024)

#### Description

The Senior High School Department at DLSUD hosted an art forum for over 300 senior high students, aimed at promoting environmental awareness through artistic expression. Participants were divided into three groups, with each attending sessions led by two speakers.

#### Role: External Affairs Director for Astrolikha Inc. & Resource Speaker

Responsibilities entail sourcing speakers for Astrolikha, securing partner agreements, refining promotional content, and managing volunteer coordination.

**Partners:** Museo De Lasalle, Heraldo Filipino, De La Salle University Dasmariñas

**Relevant links:** [Sabi Mo! Sabi Niya!](#)

## PROJECTS



### The Aliens Night: Halloween Party (November 2, 2023)

#### Description

Astrolikha organized a Halloween event to highlight drag queen performers and promote inclusivity within the LGBTQIA+ community, also aiming to promote the event's venue.

#### Role: Director for External Affairs & Literary Arts

Responsibilities include theme development, branding, promotion, social media oversight, and contract management for performers and partners.

**Partners & Sponsors:** Tipsy Cow Bar & Grill - Infinity

**Relevant Links:** [The Aliens Night](#)

## PROJECTS



### **BLK.102 Sustainable Fashion Collection Launch Photoshoot (August 25, 2023)**

#### **Description**

A photoshoot showcasing a local brand's clothing line, crafted from recycled and thrifted materials. The photo shoot is thoughtfully segmented to fully highlight the diversity and detail of each piece in the collection.

#### **Role: Assistant Creative Director**

Responsibilities encompassed engaging in brainstorming sessions, photo research, creating briefs, and overseeing project timelines.

**Relevant Links:** [BLK102](#)

## PROJECTS



### Endless Summer Sunset Party - Surfing Competition (June 11, 2023)

#### Description

Astrolikha organized a surfing competition in Siargao for local children and tourists, supporting local businesses through funding from donations and sponsorships.

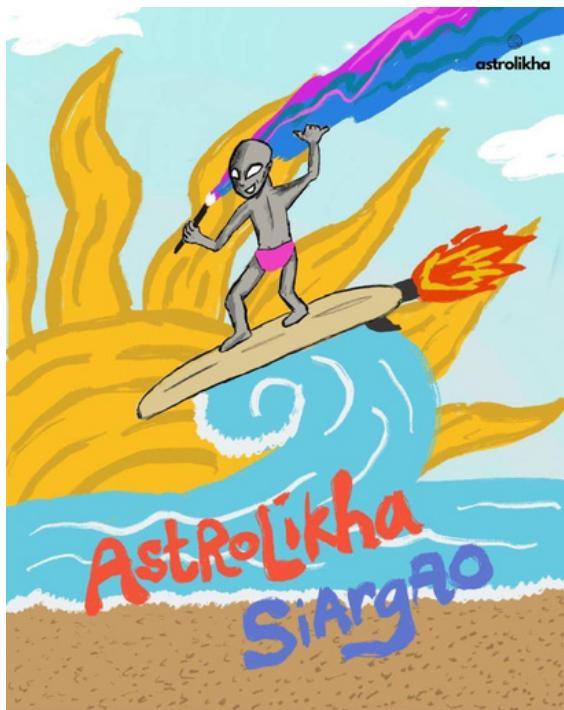
#### Role: Director for External Affairs & Literary Arts

Managed event theme development, branding, promotion oversight, social media content review, and partner and sponsor agreement facilitation.

**Sponsors and Partners:** Coleto Siargao & Tasa Cafe

**Relevant Links:** [Surfing Competition](#)

## PROJECTS



### Endless Summer Sunset Party - Football Competition (June 10, 2023)

#### Description:

Astrolikha successfully hosted a football tournament in Siargao, targeting local youth and tourists to bolster small businesses, with funding sourced from donations and sponsorships.

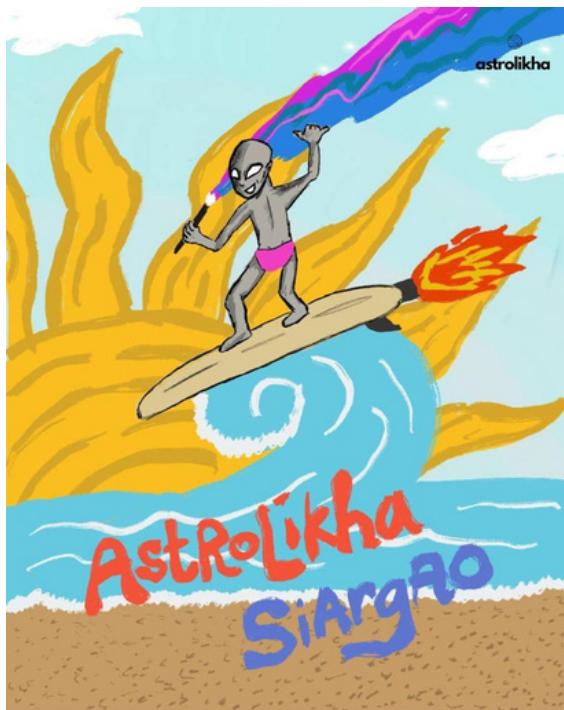
#### Role: Director for External Affairs and Literary Arts

Managed event theme development, branding, promotion oversight, social media content review, and partner and sponsor agreement facilitation.

**Partners and Sponsors:** Coletto Siargao & Tasa Cafe

**Relevant links:** [Football Competition](#)

## PROJECTS



### Artreach Project: Siargao (May 7, 2023)

#### Description

Astrolika organized an outreach event in Siargao to educate children in drawing fundamentals and equip them with art supplies, in partnership with local businesses and artists.

#### Role: Director for External Affairs and Literary Arts

Responsibilities encompass coordinating internal speakers for Astrolikha, securing partnerships, editing promotional content, and managing event volunteers.

**Partners:** Pacifico, Siargao

**Relevant Links:** [Artreach](#)

## PROJECTS



### Bloom: National Women's Art Exhibit (March 13, 2023)

#### Description

In celebration of National Women's Month, Robinson's Dasmariñas hosted an art exhibition in collaboration with Astrolikha, featuring exclusively female artists.

#### Role: Director for External Affairs

The responsibilities entail coordinating with partners for the event and curating a selection of paintings for the exhibition.

**Partners:** Robinson Dasmariñas & Artblado

**Relevant Links:** [Bloom](#)

## PROJECTS



### Carmona Art Camp: Acrylic Painting and Photography Workshop and Art Talks (February 25, 2023)

#### Description

Astrolikha and the Carmona Municipality in Cavite co-hosted an art camp to mark National Arts Month, focusing on teaching art basics to foster creativity and expression within the community.

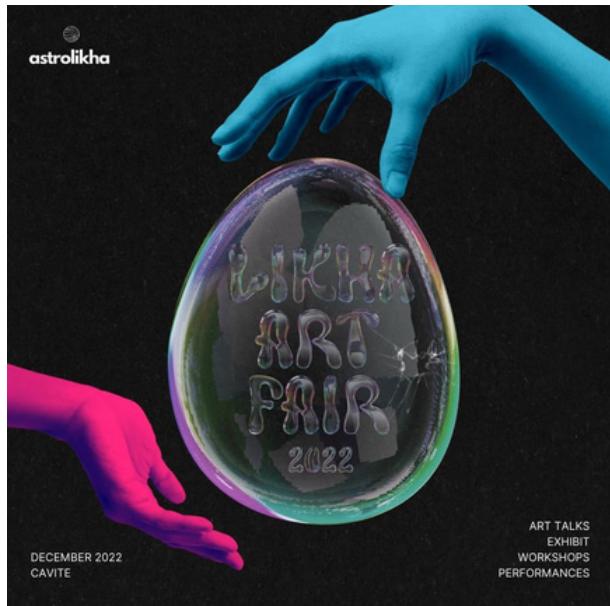
#### Role: Director for External Affairs & Literary Arts

Oversaw the coordination of internal speakers, secured agreements with external partners, refined social media content, and collaborated with volunteers for seamless event execution.

**Partners:** Municipal Information, Tourism, Culture and Arts Office (MITCAO) , Municipality of Carmona Cavite

**Relevant Links:** [Art Camp](#)

## PROJECTS



### Likha Art Fair: Imagine Bigger 2022 (January 28, 2023)

#### Description

Likha Artfair, a partnership between Astrolikha and Robinsons Dasmariñas in Cavite, showcases local artists, promoting diversity and community collaboration.

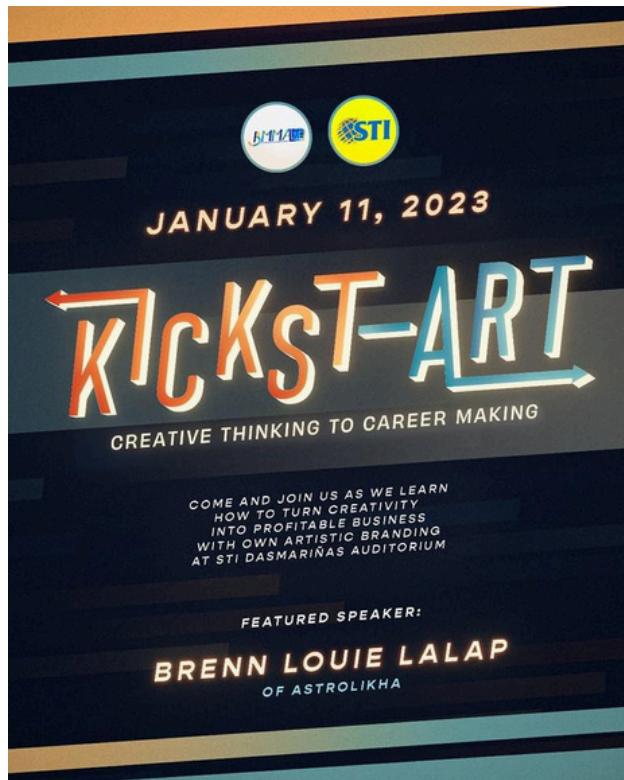
#### Role: Director for External Affairs & Literary Arts

Managed speaker, exhibitor, and performer coordination, negotiated partner contracts, polished social media content, and oversaw volunteer logistics for the event.

**Partners:** Arternative Art Supply, Pebéo, Cavite Tourism & Robinson's Place Dasmariñas Cavite

**Relevant Links:** [Likha Art Fair 2022](#)

## PROJECTS



### Kickst-Art: Creative Thinking to Career Making (January 11, 2023)

#### Description

A seminar for young creatives was held at STI Dasmariñas, Cavite, to enhance their marketing strategies for brands and products.

#### Role: Director for External Affairs & Literary Arts

Oversaw coordination of internal speakers, partnership agreements, social media content editing, and volunteer management during the event.

**Partners:** STI Dasmariñas

**Relevant Links:** [Kicks-Art](#)

## PROJECTS



### Artreach Projects - Mother Catarerina Roncalli Shelter Home (December 31, 2022)

#### Description

The project aims to create and deliver supplemental educational resources to children in Astrolikha's targeted communities and beneficiaries.

#### Role: Director for External Affairs & Literary Arts

Managed volunteer coordination, donation acquisition, and sponsor partnerships while ensuring beneficiary agreements and refining promotional and educational content.

**Partners:** Unpopular Demand Apparel Co, Arternative Art Supply & Anong Sainyo Kimchilog

**Relevant Links:** [Artreach Project](#)

## PROJECTS



### Bardragulan (November 20, 2022)

#### Description

The event highlighted emerging drag queens, supported outreach efforts, and showcased the LGBTQIA+ community's creative contributions in society.

#### Role: Director for External Affairs & Literary Arts

Responsibilities include theme development, branding, promotion, social media oversight, and contract management for performers and partners.

**Partner:** Inbox Food Hub Imus City Cavite

**Relevant Links:** [Bardragulan](#)

## PROJECTS

For the benefit of ARTreach Projects

All funds collected from the

**LINANGAN**  
VIRTUAL WORKSHOPS

will be donated to the animal shelters - Eden Fur for Angel Animal Rescue Shelter and P.A.R.A Haven Shelter (Philippine Animal Rescue Advocates)

Join us on October 10, 2021 | 1 PM - 5 PM  
via Zoom  
This is a pay-what-you-can project



### **Linangan Virtual Workshops: Branding and Social Media Management (October 10. 2021)**

#### **Description**

RAC Metro Poblacion Silang, in collaboration with Astrolikha, hosted a professional virtual workshop to equip aspiring creatives with essential skills and strategies for successful creative projects.

#### **Role: Director for External Affairs & Literary Arts**

Responsibilities encompassed coordinating resources, securing partnerships, and refining promotional efforts.

**Beneficiary:** Eden Fur for Angel Animal Rescue Shelter and P.A.R.A Haven Shelter

**Relevant Links:** [Linangan](#)

## PROJECTS



### Likha Artfair 2021: Into the Cyberspace (April 17-18, 2021)

#### Description

The third annual art event emphasized art's role in adapting to the pandemic by highlighting the move from in-person to virtual gatherings.

#### Role: Director for External Affairs & Literary Arts

Coordinated speakers, exhibitors, and performers; managed partner negotiations; crafted social media content; and oversaw event volunteers.

**Partners & Sponsors:** Juicy Cologne, EKR TM, Omorfih, The FOC, Arte-Arte , Unpopular Demand, Legazy, Eto Deso, MenuCabb, Lushly, Likhain Co., Inquirer.net, POP!, Go Cavite, Kalesa, TechKuya, Glamiaur

**Relevant Links:** [Likha Art 2021](#), [Likha Art 2021](#)

## PROJECTS



### Artreach Project: ABAKADA Sessions (December 29, 2020)

#### Description

A community project was launched to supply supplementary educational resources to the children of Astrolikha's targeted beneficiaries and communities.

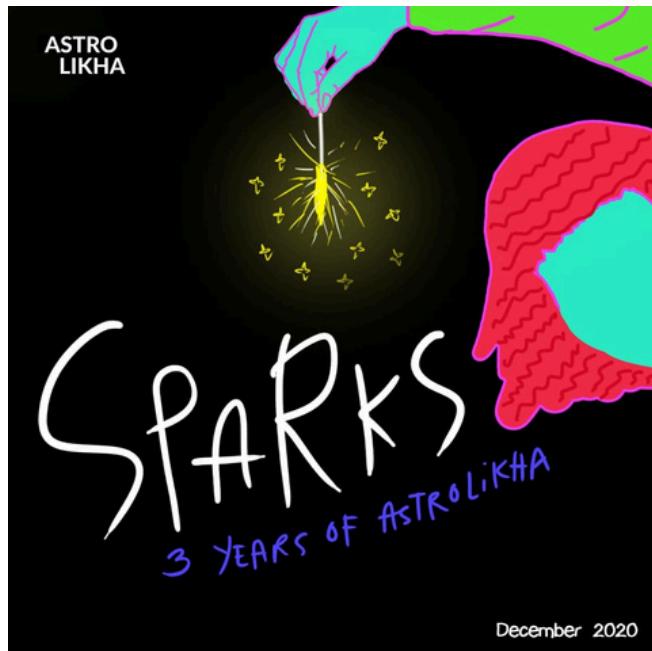
#### Role: *Director for External Affairs & Literary Arts*

Responsible for coordinating and sourcing volunteers, donations, and sponsors. This included establishing agreements with the selected target beneficiaries and communities, as well as editing and proofreading supplementary educational materials, promotional social media posts and calls for donations and volunteers.

**Partners & Sponsors:** Rotaract Club of Metro Poblacion Silang, Rotary Club of Multinational Manila, Concerned Artists of the Philippines-Cavite Chapter, WOFEX (World of Food Expo) Project Inclusivity, Sinagdiwa, Sibol

**Relevant Links:** [ABAKADA Session](#)

## PROJECTS



### SPARKS: 3 Astrolikha (December 2020)

#### Description

Astrolikha hosted its art exhibit pre-event for Likha Artfair 2021, inviting art merchants to showcase and sell their work amid the pandemic.

#### Role: *Director for External Affairs & Literary Arts*

Responsibilities entail sourcing speakers for Astrolikha, securing partner agreements, refining promotional content, and managing volunteer coordination.

**Partner:** Vista Mall Dasmariñas

**Relevant Links:** [Sparks](#), [Sparks](#)

## PROJECTS



### Likha Artfair 2021: Pre-Event Exhibit (October 11, 2020)

#### Description

Astrolikha hosted its art exhibit pre-event for Likha Artfair 2021, inviting art merchants to showcase and sell their work amid the pandemic.

#### Role: Director for External Affairs & Literary Arts

The responsibilities entail coordinating with partners for the event and curating a selection of paintings for the exhibition.

**Partner:** Vista Mall Dasmariñas

**Relevant Links:** [Likha Artfair Exhibit 2020](#)