

JESSI DHANIELLE C. SIY

26 Dancalan Street
Damar Village, Quezon City 1115
(02) 363-08-12
+639178289932
siyjessi@gmail.com



OBJECTIVE

To be part of an organization where I can utilize my experiences and develop a higher level of performance in the field of marketing, advertising, and business management.

EDUCATION

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| 2014-2019 | DE LA SALLE UNIVERSITY- MANILA
Bachelor of Science degree in Commerce, Major in Advertising Management. Cum Laude. Best Thesis Awardee. Dean's Lister. |
| 2010-2014 | GRACE CHRISTIAN COLLEGE
High School Diploma, March 2014. Silver Wisdom Award. Exemplary Behavior, 2012-2014. |

CO-CURRICULAR ACTIVITIES

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| 2017 | CHAIRPERSON FOR PUBLICITY, DLSU BUSINESS COLLEGE GOVERNMENT
In charge of all promotional efforts and schedules of publicity materials. Handled the overall social media platforms of the organization to meet the needs of students in academic concerns.

CHAIRPERSON FOR CREATIVES, BLAZE2017 BATCH STUDENT GOVERNMENT
Conceptualized and produced creative collaterals to be posted and facilitated the contents for social media pages.

LASALLIAN BUSINESS STUDY TOUR 2017: HONG KONG
Participated in the tour to gain exposure in the fast-paced culture of the city and learn about different perspectives in business. Exposed to business and art programs wherein we get to develop our abilities and creativity during lectures. |
| 2016 | ASSISTANT TEAM LEADER FOR PRODUCTION, LASALLIAN EFFECTIVENESS ALTERNATIVE PROGRAM 2K16 |

Responsible for prop design for booths and photo shoots in the weeklong university-wide event. Supervised and accommodated people during the registration.

EVENTS CENTRAL COMMITTEE, ENGLICOM

Established the schedule of activities and overseeing the entire event. Worked with the team in handling suppliers, talents, and guests.

DLSU FOR THE KIDS 2016 VOLUNTEER

A program dedicated to kids with special needs wherein we were tasked to assist them through various activities.

2015

BITE PROGRAM, BUSINESS MANAGEMENT SOCIETY

Participated in the training & empowerment program to learn skills in spear heading projects and management.

2014

MARKETING & PUBLICITY EXECUTIVE, FAST2014 BATCH STUDENT GOVERNMENT

Handled supplier contacts for merchandise and conceptualizing promotional materials with the team.

SEMINARS ATTENDED

October 2017

JACK MA: CONVERSATION WITH STUDENTS

Student Development Office, De La Salle University

August 2017

ENTREPRENEURSHIP LECTURE

Professor Kevin Au, Chinese University of Hong Kong

LUXURY FASHION MARKETING WORKSHOP

Professor Cory Quach, Savannah College of Art and Design Hong Kong

July 2017

ADX CONFERENCE: FULL DISCLOSURE

AdCreate Society, De La Salle University

March 2017

HOW TO START UP BUSINESSES

Junior Entrepreneur's Marketing Association, De La Salle University

August 2016

ART IN ADVERTISING

Student Development Office, De La Salle University

RESEARCH PAPERS PREPARED

September 2018

AN INTEGRATED MARKETING AND COMMUNICATIONS CAMPAIGN FOR HENNESSY V.S.O.P PRIVILÉGE

- Proposed a yearlong campaign for the brand with creative executions built more heavily on digital media and public relations.

- Conducted research and UAI study across 100 respondents, on-trade outlets, and off-trade retailers regarding alcohol consumption and behavior among the target market.
- Awarded as best thesis for the category under integrated marketing communications plan.

August 2017	AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR THE BRAND, CHUPACHUPS Won best campaign and pitch for the subject on creative management.
March 2017	AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR DOVE SHAMPOO Performed a UAI study for the brand in line with the different perspectives of the target audience to execute an effective campaign strategy.

WORK EXPERIENCE

Sep-Nov 2018	PUBLIC RELATIONS INTERN FOR MULLENLOWE GROUP (MARC) <ul style="list-style-type: none"> - Created event concepts for brands including ideas for seeding and press kits, influencers lists and profiles, and developing post-mortem reports. - Monitored social media engagement and reach for chosen personalities. - Exposed to fieldwork in managing booths and entertaining guests during special events.
Jul-Aug 2018	COORDINATOR FOR MANILA X INC. <ul style="list-style-type: none"> - Provided databases on curated fashion and lifestyle influencers for brands to tap. - Communicated with external partners to participate in events hosted by the company. - Assisted in fieldwork during PR events.
Jan-Mar 2018	MARKETING INTERN FOR PYLON PARTNERS, INC. <ul style="list-style-type: none"> - Worked hand-in-hand in producing marketing efforts for the brand, Drinkka, through social media management and building contact databases. - Trained under copywriting for contents to be published in the brand's media platforms.

PERSONAL PROFILE

Born on March 24, 1997 in Manila, Philippines. Fluent in English, Filipino, and Fukien, can speak basic Mandarin. Knowledgeable in Microsoft programs and Adobe Photoshop. Interests: marketing, advertising, brand management, research, finance, photography, fashion, travel. Dedicated, flexible, detail-oriented, persistent, and open-minded.