

Rafael Luis F. Velarde
10 Carlos St. Carmel 2 Subdivision Bahay Toro, Quezon City, 1100
raffyvelarde@gmail.com • 0977 803 9380

Education

- **University of the Philippines Diliman (2016-2020)**
 - BS Business Administration, Cum Laude

Experience

- **Part-time**

Candy Magazine Rookie (Talent) — November 2019-Present

- **Produced photo and video content** for brands such as **Smart's Creator Camp** and **Senka Perfect Whip** that was promoted on various social media channels

- **Internship**

Colgate-Palmolive Customer Development Intern (In-Store Development) — Summer 2019

- **Developed and designed an in-depth training program** that was launched to coordinators and merchandisers nationwide

- **Competitions**

Globe Game Changer Participant — January 2020

- Reached the **Top 31 finalists out of over 500 applicants** nationwide
- **Introduced a start-up business concept** that would digitalize the Philippines' legal industry

Teenspeak: Pepsi Innovation Competition — April 2019

- Overall Champions, **bested nearly 50 participants** from schools around Metro Manila
- Pitched a **marketing campaign that envisioned the rebranding of Pepsi**

- **UP Junior Marketing Association**

Vice President for External Affairs — AY 2019-2020

- **Spearheaded all corporate affairs and sponsorship matters** of the organization which provides various opportunities to over 300 active members and 1000 alumni

Promotions Head for UP Fair Friday: Cosmos — 2nd Semester, AY 2018-2019

- **Increased overall online presence** of the brand (Facebook: 17,000 likes to 25,000 likes, Twitter: 1,500 to 6,000 followers, and Instagram: 0 to 600 followers)
- Executed various on ground and online campaigns **based on insights from Facebook and Twitter analytics** which led to an audience of **15,000 attendees**

Chairperson for External Affairs — 1st Semester, AY 2018-2019

- **Coordinated the 4 main external teams of the organization** that improved the members' marketing proficiency, produced integrated marketing campaigns for SMEs, handled brand activations, and provided members with corporate opportunities
- **Fostered the welfare and development of over 50 members** of the committee

Brand Execution Team Head — 2nd Semester, AY 2017-2018

- Successfully led a team of 7 members and **oversaw 6 brand activations** for Globe, Cornetto, Elev8 Media, Anytime Fitness, Candy Corner, and Beach Hut respectively which led to long-term partnerships

Marketing Education Promotions Officer — 1st Semester, AY 2017-2018

- Executed **numerous promotional campaigns** both online and offline which led to an all-time high reach of **23,600 likes for posts**
- Promotions **led to over 200 high school student attendees** all over Metro Manila

Application Project (Afterlight) Marketing Officer — 1st Semester, AY 2016-2017

- Forged partnerships with **Rebisco, Wade, Dannon Clothing and Beer Below Zero** which led to around **80,000 pesos worth of sponsorships**
- Raised a **total profit of 100,000 pesos** for the organization's beneficiaries

- **UP Career Assistance Program**

Externals Officer — 2nd Semester, AY 2018-2019

- **Forged partnerships with 5 companies** namely Asia United Bank, Filinvest Land, Garena, CGI, and i-Remit which amounted to **140,000 pesos worth of sponsorships**