



CASSANDRA RAMONE R. BELCIÑA

#3 VCS Quarters, Camp
Aguinaldo, Quezon City
(+63) 917 704 3869
CAEBELCINA@GMAIL.COM

OBJECTIVE

To enhance my skills in
writing, organizing,
research, and marketing
skills especially in
creating IMC plans and
marketing campaigns.

SKILLS

- Superior verbal and written communication skills
 - Good research and data collection
 - Event Management
 - Computer Literate
 - Knowledgeable in Digital Marketing and IMC plans
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EMPLOYMENT

Hinge Inquirer Publications | Makati City
March 2019 – Present | Brand Marketing Assistant
Events Marketing & Management

- Conceptualization and execution of events through the following task that includes but not limited to logistics, communication planning, budget allocations, and coordination with talents and suppliers.
- Event Lead for the following events:
 - Preen.ph x Piopio: Kubo Party
 - Preen.ph x BumbleBFF: BFF Throwback Movie Night
 - NoliSoli.ph in The House
 - Scout Lab: Device of Design
 - F&B Summit 2019
 - Preen: In With the Pink
- Support in the following events:
 - Scout Creative Talks 2019
 - Scout House of Horrors
 - Preen Anniversary 2019
 - Scout Socials: Bilyaran Hits
- Digital Campaign
 - NoliSoli.ph's #TheSustainableTablePH

Synergium Real Estate Solutions | Cebu City
May 2018 – July 2018 | Sales & Marketing Intern

ACHIEVEMENTS

CHAMPION | 2018

Sales and Marketing Case Competition – National
Youth Business Convention
University of the Philippines Diliman, Quezon City,
Metro Manila

FIRST RUNNER UP | 2017

Marketing Plan Contest – University of San Carlos
P. Del Rosario, Cebu City

EDUCATION

**Bachelor of Science and Business
Administration major in Marketing**

Management | 2015 - 2018

University of San Carlos; P. Del Rosario,
Cebu City

- Graduated with a GWA of 1.77 (87%)
- Dean's Lister for the 1st and 2nd semester of SY 2016 – 2017; and 1st semester of SY 2018-2019.
- Thesis: The Effects of Social Media towards the Consumer Behavior for Boards and Bites Board Game Café
- Secretary and Student Councilor Candidate for Student Power Party / 2017–2018
- Club Service Director for Rotaract Club of Cebu Fuente-USC / 2017-2018
- VP for Projects for Enactus-USC / 2018-2018
- Member of the Society of Young Business Executives and Entrepreneurs / 2015-2018

High School Graduate | 2011 - 2015

Ateneo De Zamboanga University; Tumaga,
Zamboanga City

• SEMINARS & TRAININGS

1st Operations Management Convention

Delegate / September 2015

University of San Carlos – Cebu City

5th Marketing Conference

Delegate / January 2016 / University of San Carlos – Cebu City

2016 IMAGE Prodigy Boost

Delegate / February 2016 / University of San Carlos – Cebu City

Sustaining the Business Excellence in the Pursuit of Transformed Standards

Delegate / October 2016 / University of San Carlos – Cebu City

TedXLahug: Kawanangan

Delegate / June 2017 / TedXLahug - Cebu City

TedXUSanCarlosWomen 2017

Delegate / November 2017 / TEDxUSC – Cebu City

National Youth Business Convention

Delegate / January 2018 / University of the Philippines Diliman – Quezon City, Metro Manila

CHARACTER REFERENCES

Mr. Ryan Gerente

Chief Executive Officer
Synergium Real Estate
Solutions
Gen. Maxilom, Cebu City
(+63) 998 546 7487

Mr. Jose Lorenzo Kindica

Faculty | Department of
Business Administration
University of San Carlos
P. Del Rosario, Cebu City
(+63) 995 108 4058

Manuel Chavez Jr.

Marketing Supervisor
Marketing Department
Hinge Inquirer Publications
Mola cor. P. Tirad, Makati City
(+63) 916 249 0787