



## **Adrian Lino Santiago Arquiza**

eatsmylifebyjigsarquiza.blogspot.com

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### **Objective:**

To be employed in a position where the company can utilize my skills in a way that both the company and myself can grow.

### **Special Skills:**

- Excellent in media, public and client relations
- Excellent in feature writing, copy writing, and writing of press releases and familiar with some search engine optimization techniques
- Excellent in graphic design of advertising and marketing collateral
- Knowledgeable in sales and marketing aspects of business, from the point of view of both the vendor and the consumer
- Knowledgeable in culinary arts and cuisine

### **Work Experience**

#### ***Content Writer***

February 2013 to present

- Produces content for Business Process Outsourcing companies both in Cebu and Manila.

#### ***Social Media Practitioner***

- Currently maintains a blog, "Eat's My Life", featuring food and restaurant reviews.
- Nominee for Blogger of the Year, Globe Telecoms Cebu Media Excellence Awards, 2013.

#### ***Editorial Consultant, Mariquita Magazine***

- Handled all aspects of the publishing, from conceptualization to laying out to editing and sourcing of the printer; published for the MSY Foundation to celebrate the 15th anniversary of the organization.

***Editorial Consultant, Philinsure News***

- Handled conceptualization of Philinsure's in-house newsletter.

***Editorial Consultant, Ultimatters***

- Handled conceptualization of Club Ultima's in-house magazine's new look and laying out and finalization of the magazine template.

***Section Editor and Columnist, Sun.Star Weekend***

December 2007 to January 2013

- Garnered an award for Sun.Star Weekend's movie, music and book review section, from the Philippine Press Institute, for Best Arts and Culture Section in 2012.
- Edited and laid out the Sun.Star Weekend section, giving the section a more up-to-date and trendy appearance.
- Provided more up-to-date and varied content for the section, generating more interest among its readers.
- Interviewed celebrities and notable personalities for the Weekend section.
- Managed and assigned writers to cover and write articles about personalities, events and other subjects.
- Columnist, "Eat's My Life", reviewing food and restaurants.

***Features Writer, Sun.Star Live! Section and Advertising Supplements Section***

April 2005 to November 2007

- Wrote feature articles for the Live! section of Sun.Star Cebu.
- Wrote feature articles for the Advertising Supplements section of Sun.Star Cebu's Marketing Department.
- Represented Sun.Star in lifestyle events, product launches, restaurant and bar openings, as well as other advertiser-initiated events.
- Supervised, as needed, the laying out of pages in Sun.Star's Advertising Supplement.

***Copy Specialist, Sun.Star Advertising Section***

June 2004 to November 2007

- Proofread advertisements to ensure that these were error-free, as based on the advertisers' original material, and that these were fit for publishing.
- Edited advertisements as needed, to ensure that these were grammatically correct and fit for publishing.

***Culinary Consultant***

- Consulted for various restaurants and resorts both in Cebu and Manila, regarding the quality of the establishments' food and service.
- Cooked professionally for special events and occasions in restaurants both in Cebu and Manila, as well as special dinners for some prominent families in Cebu.

### ***Sales and Marketing Specialist***

February 2001 to April 2004

- Sales and marketing consultant for WIT Philippines.
- Freelance sales agent for WIT Philippines.
- Engaged in sales operations for several small companies in Manila and Cebu on a freelance basis

### ***Sales Department Manager, WIT Philippines***

January 1999 to January 2001

- Managed a sales team of 25 people to market and sell the company's products.
- Acquired clients for WIT such as Lufthansa, Philippine Airlines, Asian Development Bank, Hotel Intercontinental Manila, and Century Tuna.
- Developed the franchising plan for the company's internet shop, growing the number of branches from two to more than ten within six months.
- Accumulated more than two million pesos worth of sales for the company.
- Developed the marketing plan and company profile of WIT Philippines.

### **Educational Background**

#### ***Tertiary Education***

Philippine Women's University – Bachelor of Science in Information and Computer Sciences

#### ***Secondary Education***

De La Salle Santiago Zobel School

#### ***Primary Education***

La Salle Greenhills

### **References**

Ms. Monette Alino, Executive Director, MSY Charitable Foundation	0917-3077456
Ms. Honey Jarque Loop, Society Columnist at The Philippine Star	0917-6200400
Mr. Steven Kokseng, Marketing Manager, Dimsum Break Inc.	0917-7711184
Ms. Jaja Chiongbian-Rama, Director, BigSeed Media Relations	0917-6233000

Writing samples can be found on the following links:

[eatsmylifebyjigsarquiza.blogspot.com](http://eatsmylifebyjigsarquiza.blogspot.com)

<http://184.107.250.206/weekend-cebu/2012/09/24/arquiza-cebuano-cuisine-244548>

<http://www.sunstar.com.ph/weekend-cebu/2012/12/30/arquiza-top-picks-2012-260648>

<http://www.sunstar.com.ph/weekend-cebu/2012/08/17/arquiza-northern-exposure-237952>

<http://www.sunstar.com.ph/weekend-cebu/2012/07/22/arquiza-burger-brawl-233353>