

Penelope Inaho Lopez

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Education

Adamson University

Communication Arts. 1.3 GPA
Dean's Lister (2020-2021)

Ermita, Manila
July 2024

Children of Fatima School Inc.

Senior High School; Humanities and Social Sciences
With Honors

Pampanga
2020

Experience

Beepxtra Philippines Content Copywriter

August 2024-PRESENT

- Developed engaging and persuasive contents for various platforms.
- Conducted research to tailor content to target audiences, optimized materials for SEO, and maintained brand voice consistency.
- Collaborated with the team to create marketing materials to drive audience engagement

Falcon Radio Student Jock

2022-2024

- Stayed updated on music trends and industry developments, showcasing a commitment to continuous learning
- Collaborated with other people, demonstrating effective communication.

ComMusical 2023 Organizing Committee

Manila
2023

- Contacted potential sponsors for the event Collaborated with the directors, and other students for the production timelines, rehearsals and performances
- Begin each line with an action verb and include details that will help the reader understand your accomplishments, skills, knowledge, abilities, or achievements.

PULP LIVE WORLD Production Intern

2023-2024

- Assisted in the production process by contributing creative ideas and solutions
- Conducted research on industry trends, staying informed about the latest production techniques
- Assisted in pre-production tasks

InvestEd PH Marketing Intern

2023-2024

- Contributed to marketing campaigns by creating compelling content for social media
- Assisted in marketing research activities to analyze consumer behavior and industry trends

Net25 News Writer and Field Reporter	2021-2022
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- Conducted on-the-ground research about the latest news for stories
- Wrote articles and news scripts and doing voiceovers that can effectively communicate with the audiences

Wheelzy Sales Representative	2022-2023
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- Contact potential sellers to arrange meetings or appointments for vehicle inspections and assessments.
- Provided accurate and detailed information to sellers regarding the value of their vehicles.
- Negotiating with sellers to agree on a purchase price that is fair and competitive for both parties

Civic Social Welfare and Development Office Immersion	2020
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- Participated in outreach activities that are focused on identifying vulnerable populations and connecting them with available support services
- Assisted in the process for individuals and families seeking assistance, including paperwork

Leadership & Activities

The Padayon Gazette News Editor	2019-2020
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English Filipino Club President	2019-2020
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Radio Broadcasting Team Anchor and Scriptwriter	2013-2020
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Supreme Student Government Officer Public Information Officer	2017-2018
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English Club Public Information Officer	2016-2017
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SAMAKA CLUB Grade 8 Representative	2015-2016
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Skills & Technical

Interests: Microsoft Software, Canva, Meta Suite, ManyChat

Language: English, Filipino

Interests: Writing, Reading, and Gaming