

# Julio Rafael D. Velasquez

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## **EDUCATION**

### **2021-2025 - Bachelor's Degree**

*AB Interdisciplinary Studies, Management and Communication Tracks, Ateneo De Manila University*

### **2015-2021 - Junior & Senior High School**

*Accounting, Business, and Management Track, The Seed Montessori School*

## **EXPERIENCE**

### **Gatchi Digital**

#### ***Creatives Intern (May 2024- June 2025)***

- Assisted in KOL scoping, outreach, and deliverable tracking to support campaign execution.
- Helped create post-campaign reports, highlighting influencer performance, engagement metrics, and insights for future strategy.

### **Ateneo Collegiate Society of Advertising**

#### ***Externals (September 2024- May 2025)***

- Created sponsorship decks and managed brand partnerships; secured over 10 sponsorship deals.
- Coordinated deliverables to ensure fulfillment of sponsorship agreements.

### **Ateneo Blue Repertory**

#### ***Associate Brand Manager (January 2025 - May 2025)***

- Ensured timely completion of brand team deliverables and maintained organized, important files.
- Streamlined collaboration with the creatives department to ensure alignment on branding and marketing plans.
- Contributed to content ideation and strategy, using past insights to target the right audience and maintain consistency across productions.
- Successfully assisted in implementing the director's artistic visions for the production, resulting in a profit of over P1.7M.

#### ***Brand Manager (September 2024 - November 2024)***

- Led a 37-member team across 6 departments in managing the full brand and marketing strategy of the production.
- Improved team cohesion by creating an inclusive and collaborative creative environment.
- Developed a storytelling-driven content calendar and ensured fair crediting for all contributors.
- Grew Ateneo Blue Repertory's official social media pages by over 70% and generated 1M+ engagements within three months.

#### ***PR Deputy (February 2024 - April 2024)***

- Led a rapid turnaround campaign that drove ticket sales to break-even after a slow opening week.
- Used audience insights and feedback to craft targeted, student-focused messaging, which led to a 300% sales increase in the last week of the shows.
- Appointed as PR Deputy in recognition of strong strategic and executional capabilities.

## **TECHNICAL SKILLS**

- **Design & Editing:** Adobe Premiere, Adobe Photoshop, Canva, CapCut, Figma
- **Productivity & Collaboration:** Google Suite, Microsoft Office
- **Automation & AI:** n8n, AI-Assisted Workflow Design, Prompt Engineering
- **Digital Marketing Platforms:** Meta Ads Manager

## **PROFESSIONAL DEVELOPMENT**

- Blender (Self-Study, In Progress)
- Vibe Coding (Self-Study, 2025)
- Zapier (Self-Study, In Progress)
- TikTok Ads (Self-Study, In Progress)
- Google Ads (Self-Study, In Progress)

## **CORE COMPETENCIES**

Creative Direction · Campaign Ideation · Brand Positioning · Strategic Planning · Digital Advertising · Performance Analytics · Data-Driven Insights · Cross-Functional Team Leadership · Project Management