



KYLE YDRHAINE P. VILLERO

DIGITAL MARKETING SPECIALIST

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SUMMARY

Communication graduate with hands-on experience in marketing, branding, and events management, gained through roles in the F&B sector, brand events, and the resort and destination wedding industry in Siquijor. Strengthened strategic communication skills through client-based academic projects since second year of college. Skilled in combining creative and analytical approaches to elevate brand presence and engagement, with a strong commitment to continuous learning and innovation in the communication field.

WORK EXPERIENCE

MARKETING ASSOCIATE

June 2025 - Present

Golden Roast Chicken Inc. (Jonies Sizzlers + Roast / Mix Eat by Jonies)

Probationary, Full-time

- Handled administrative and records management, including DTI requirements for promotional activities.
- Planned and executed events, promotions, and in-store activations to boost customer engagement and brand visibility.
- Oversaw advertising and marketing collaterals, including in-store promotions and activations.
- Managed social media platforms, including content planning, campaign management, and online feedback monitoring.
- Conducted data analysis to evaluate campaign performance and consumer behavior.
- Produced paid advertising campaigns, serving as executive producer, writer, and director—developing storyboards and supervising promotional shoots.

SOCIAL MEDIA MARKETING MANAGER

October 2024 - Present

Siquijor Summit Resort and Events

- Managed organic marketing strategy and execution across Facebook, Instagram, TikTok, YouTube, and email marketing—from content planning and scheduling to analytics reporting.
- Created and edited all digital assets, including graphics, videos, and promotional photography, supporting cohesive and engaging brand storytelling.
- Handled community engagement by responding to comments and messages, fostering authentic audience relationships.
- Implemented and maintained SEO strategies, achieving #1 rankings for targeted keywords and increasing organic website traffic.
- Coordinated with clients, creatives, and vendors to ensure brand alignment and smooth execution of deliverables.
- Played a key role in the viral “Shaun Pelayo and Life of Habibi’s Siquijor Love Story” campaign, reaching 4.6M people organically and growing social media following from 600 to 35,000 (with an initial surge to 15,000 during rollout).
- Developed the campaign storyboard, served as Assistant Director, and captured behind-the-scenes content to support compelling social media storytelling.
- Secured unpaid media coverage from SunStar and MyTV, and earned shares from key influencers, boosting brand credibility and reach.
- Contributed to a measurable increase in organic wedding bookings and inquiries by maintaining a consistent, engaging, and emotionally resonant brand presence.

COMMUNICATION STRATEGIST

June 2024 - Present

Green Concepts and Events | Project-based (Marketing and Events Agency)

- Developed and executed strategic communication plans for corporate and governmental events, ranging from local brand activations to large-scale international and inter-agency summits.
- Adapted to varied communication scopes and roles depending on client needs — from messaging strategist and content lead to event communications coordinator and PR support.
- Led full-cycle event communication planning, including campaign messaging, audience engagement strategies, stakeholder coordination, and post-event reporting.
- Worked closely with internal creatives, government stakeholders, and corporate partners to ensure cohesive, culturally resonant, and brand-consistent communication deliverables.

Key Clients and Roles:

- **Cebu Outdoor Expo 2025**
- Pre-implementation phase
- **Cebu Lechon Festival 2025**
Megaworld, The Mactan Newtown | Cebu City, Cebu August 7-10, 2025
- Project Management, Event Coordination, Strategic Communications Planning
- **Philippines' first Global Capability Center Launching**
Ascendion & PhilTech | Cebu City, Cebu May 26, 2025
- Graphic Designer and Event Coordinator
- **Sportsfest 2025**
Foundever Cebu | Cebu City, Cebu - May 2025
- Graphic Designer and Event Production
- **88th Cebu City Charter Day**
Cebu Provincial Government | Cebu City, Cebu – February 2025
- Branding for “Reimagine Cebu” and DOT-7 Shirt Design, Event Production, Content Creation.
- **Year-End Party**
Conduent | Cebu City, Cebu – December 20, 2024
- Event Production and Reels Videographer
- **Outdoors7 Summit**
Department of Tourism | Cebu City, Cebu – November 20–24, 2024
- LED Technical Director, Event Coordinator, Layout Artist for Visuals and Social Media, and Copywriter.
- **Something Blu Bridal Fair**
Radisson Blu | Cebu City, Cebu – September 2024
- Event Marketing Specialist and Reels Videographer for Siquijor Summit Resort and Events’ booth.
- **Cebu Lechon Festival 2024**
The Mactan Newtown, Megaworld | Lapu-Lapu City, Cebu – June to September 2024
- Project Management, Event Coordination, Strategic Communications Planning

FREELANCE & PROJECT-BASED EXPERIENCE

BRAND IDENTITY DESIGNER & SEO SPECIALIST

January - May 2025

Lazi Beach Club Resort Inc.

- Redesigned the resort's brand identity, including logo, typography, and color system to align with its beachfront positioning.
- Created SEO-optimized blog content to boost organic search visibility and audience engagement.
- Wrote persuasive marketing copy for online platforms and collaterals, enhancing brand voice and improving search rankings.

PRODUCTION STAFF - COMEDY MANILA SHOW

August 03, 2024

Epicenter Entertainment

- Handled ticketing operations and front-of-house customer engagement to ensure a seamless guest experience.

PRODUCTION STAFF – LOLA AMOUR FAN MEET

April 26, 2024

Epicenter Entertainment

- Handled merchandise booth operations and coordinated fan activities.

PRODUCT PHOTOGRAPHER

December 2023

iChem Fragrances

- Styled, arranged, and captured themed product images with creative visual composition and post-editing.

WEDDING COORDINATOR

January to August 2023

Wout & Jesica's Garden Wedding

- Led media and technical coordination; managed rehearsal dinner and ceremony execution.

NEWS WRITER

December 2023

Freelance

- Conducted interviews and research to write a news article; responsible for proofreading and editorial quality.

EVENT PHOTOGRAPHER

2021 - 2023

Freelance

- Covered events like baptisms, debuts, and portraits; edited and delivered photos efficiently with theme consistency.

INTERNSHIP EXPERIENCE

COMMUNICATION STRATEGIST INTERN

February to May 2024

Green Concepts and Events | Marketing and Events Agency

Key Clients and Roles:

- **Cebu Mangoes Festival**

The Mactan Newtown, Megaworld | Lapu-Lapu City, Cebu - February to June 2024

- Market Research
- Strategic Planning and Project Management
- Digital Marketing Management

- Digital Marketing Management
- Partnership and Sponsorship
- Creative design/Rebranding
- **Project Ride Launch**
TDCX | Cebu City, Cebu – April 08, 2024
- Event Production Staff and Content Creator
- **Cebu Maritime Expo**
Philippine Span Asia Carrier Corp (PSAAC) | Cebu City, Cebu – April 18,, 2024
- Photo and Video Production
- **BYD Car Showroom Launching**
BYD Cebu | Mandaue City, Cebu – April 08 to 29, 2024
- Strategic Planning and Project Management
- Supplier Management
- Event Staff
- Videographer/Content Creator

PROFESSIONAL APPOINTMENT

MEDIA TEAM MEMBER **2023**
Cebu Creatives and Communication Congress (CCCC)

- Served as a videographer for pre-production (2024)
- Handled people management

ESPORTS PHOTOGRAPHER **2023**
CESAFI Esports League

- Captured compelling portrait photography of players
- Served as a dedicated event photographer
- Specialized in in-game photography, showcasing dynamic gaming moments and behind-the-scenes
- Razer Gold Photographer at the ArChon event

VOLUNTEER SPORTS PHOTOGRAPHER/PRODUCTION **2023**
Cebu Schools Athletic Foundation Inc. (CESAFI)

- Documenter at Cebu Schools Athletic Foundation, Inc. (CESAFI) for Season '23
- Served as a videographer for TikTok Contents
- Achieved 1.25M social media engagements on a specific Facebook post

CREATIVE DIRECTOR/HEAD **2023**
sd+c week catalyst event

- Fulfilled responsibilities as Photographer and Social Media Head
- Proofread and approved contents, captions, and the overall posting plan

SOCIAL MEDIA MANAGER **2020 to 2021**
Keyt's Collection

- Established Keyt's Collection brand identity
- Managed posting, comments, and inquiries
- Developed content plans and social media strategies

CLIENT-BASED ACADEMIC PROJECTS

2022 - 2025

- Developed strategic communication plans and campaigns for real clients, including **LoveYourself Cebu, Cebu Pacific Airlines, Tinder, Fili Hotel – NUSTAR Cebu, MyJeep, Dahun Café**, and an **architectural firm** (confidential).
- Applied core skills in issues analysis, market research, stakeholder mapping, message and tactic development, ideation, branding, digital marketing, and public relations.
- Created consumer insights, buyer personas, motivational maps, brand houses, customer journey maps, and success indicators.
- Utilized design thinking to deliver data-driven, audience-focused communication strategies tailored to diverse industries.

PEOPLE'S MANAGEMENT EVENT COORDINATOR

December 2024

Cebu Creatives and Communication Congress (CCCC)

- Coordinated logistics and production flow.
- Managed Gantt charts for pre-event timelines, task distribution, and implementation tracking.
- Handled transportation and hospitality for guest speakers and VIP attendees.
- Collected, organized, and operated presentation decks for all speakers during program flow.
- Oversaw attendee registration, on-site guest services, and overall crowd management.
- Designed and administered post-event surveys; gathered, analyzed, and reported on attendee feedback to inform future improvements.

EVENT COORDINATOR

September 29, 2024

PAKDem! Political Cartooning for Democracy and Human Rights | Dakila & Rappler

- Served as Food and Beverages Head, overseeing event coordination and people management to ensure seamless program flow, efficient service delivery, and a positive attendee experience during the event held with the support of the Embassy of France.

EXTRACURRICULAR EXPERIENCE

PHOTOJOURNALIST

2023

The Quill | Official Student Publication of SWU PHINMA

- Covered a range of events, both lighthearted and heavy, including external activities such as seminars and rallies
- Captured photo-stories addressing social issues, incorporating nonconventional captions that may or may not spark controversy, sharing an informational story with the masses

COMMUNITY INVOLVEMENT

2022 - 2024

Angat Kabataan - Cebu

- Member of Social Media Team
- Photographer, Videographer, Video Editor
- Copywriter (2023)
- Charity and Relief Volunteer

SECRETARY

2021 - 2023

Junior Communication Designers Guild (JCDG)

- Provided administrative support, coordinated meetings, and maintained communication among members of the Junior Communications Designers Guild.

ASSISTANT SECRETARY The Creative Council	2021 - 2023
<ul style="list-style-type: none">Assisted with social media management, photography, minute-taking, report writing, administrative support, and paperwork coordinations.	
VICE-PRESIDENT Senior High School Humanities and Social Sciences	2018 - 2021

EDUCATION

SOUTHWESTERN UNIVERSITY PHINMA Bachelor of Arts in Communication, Major in Strategic Communication	2021 - 2025
ALANGALANG NATIONAL HIGH SCHOOL Humanities and Social Sciences (Senior High School)	2019 - 2021

HONORS & AWARDS

TERTIARY EDUCATION	SECONDARY EDUCATION
<ul style="list-style-type: none">Cum Laude, 2025Dean’s Lister:<ul style="list-style-type: none">A.Y. 2021–2022: First & Second SemestersA.Y. 2022–2023: First & Second SemestersA.Y. 2023–2024: First SemesterA.Y. 2024–2025: First & Second SemestersBest Thesis AwardDocumentary of the Year (2022–2023)	<p>Academic Awards</p> <ul style="list-style-type: none">With Honors S. Y. 2020 – 2021With Honors S. Y. 2017 – 2018 <p>Special Awards</p> <ul style="list-style-type: none">Best in HTML Web Design 2018Conduct Award S. Y. 2016 – 2017

SKILLS

- Strategic Communication Planning
- Design Thinking & Critical Analysis
- Visual Communication & Branding
- Compelling Storytelling & Narrative Development
- Audience-Centric Messaging
- Attention to Detail in Content & Design
- Team Collaboration
- Copywriting
- Market & Media Research
- Campaign Evaluation & Optimization
- Crisis Communication & Reputation Management
- Event Conceptualization & Brand Integration

TOOLS

Design & Visual Tools

Canva Pro, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Rush, CapCut Pro, OBS Studio, Apple iWork Suite (Pages, Numbers, Keynote), Microsoft Office Suite (Word, Excel, PowerPoint)

Project & Strategy Tools

Trello, Notion, Monday.com, Miro, Plannable, AnyDesk

Presentation & Storytelling

Powerpoint, Canva, Google Slides, Apple Keynote

Data & Analytics

Google Search Console, Meta Business Suite, SEMrush, YouTube Creator Studio

Content Creation & Scheduling

Plannable, WordPress, TikTok for Business, MailChimp

Communication & Collaboration

Microsoft Teams, Zoom, Google Workspace (Docs, Sheets, Slides, Forms), Discord, Google Meet, DocHub

ADDITIONAL INFORMATION

- **Languages & Dialects:** English, Filipino, Bisaya, Waray - waray
- **Publications:** "sd+c animates new Fine Arts Program, collabs with Toon City," The Quill, October 09, 2023
- **Grants & Fellowships:** Hawak Kamay Scholar awarded 55% tuition fee coverage for four years (2021–2025).
- **Certifications:** DTI Fair Trade Law Seminar

REFERENCES

ALLYZA NICOLE P. BATAYOLA

Road Manager & Production
Filla Killa Agency
09686545840

GIANINA PERPETUA

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Green Concepts and Events
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