

Kimberly Go

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EXPERIENCE

1st Concept Primepack Corporation, 171a Marcelo H. Del Pilar St, Valenzuela, Metro Manila — Social Media Marketing Associate

July 2024 - PRESENT

Created promotional content using Canva, increasing Facebook engagement by 25% in two months.

Managed customer inquiries, improving response time by 30%.

Paperplast General Merchandise, 857 Santo Cristo Street, Binondo Manila — Sales Assistant

April - May 2024

Streamlined sales recording processes.

Assisted in daily cashier operations and inventory management.

EDUCATION

De La Salle University, 2401 Taft Avenue, Manila 1004 — Bachelor of Science in Business Management

September 2023 - Present

De La Salle Integrated School, 2401 Taft Avenue, Manila 1004 — Accountancy, Business, and Management

September 2022 - August 2023

Senior High School Diploma (September 2023)

3rd Honors

St. Stephen's High School, 1253g Masangkay St, Tondo, City Of Manila, 1008 Metro Manila

June 2016 - May 2021

High School Diploma, May 2021.

Awards: High Honors in English, High Honors in Chinese.

SKILLS

Digital Marketing : Canva, Facebook Analytics, Instagram Insights

Graphic Design : Adobe Creative Suite, Figma

Multilingual Communication : English (fluent), Filipino (native), Mandarin (conversational)

Project Management : Team coordination, deadline-driven execution

LANGUAGES

English, Filipino, Chinese

PROJECTS AND SEMINARS

Spectra: Illuminating Journeys of Growth — *Assistant Leader, Creatives Committee*

Designed social media materials for De La Salle Business Management Society's "Spectra: Illuminating Journeys of Growth" campaign, achieving 57 shares and 76 reactions. Produced posters displayed campus-wide to boost event visibility.

5th DLSU Senior High School Research Congress — *Presenter*

Presented a business plan for Trinkets by UMG, A business which produced customizable bracelets and necklaces.