

# Joshua Noya

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[WEBSITE](#)

I'm Joshua, a results-driven marketing and communications professional with hands-on experience across social media, content creation, and campaign coordination. I've supported multiple organizations in Montréal and contributed to brand campaigns at DDB Philippines, consistently delivering organized workflows, engaging content, and reliable collaboration.

## EXPERIENCE

### Social Media Coordinator - 4 Accounts

July 2024 - June 2025

International Federation of Corporate Football (FIFCO), Montréal, QC

Corporate Soccer, Montreal QC

LIGA 7, Montréal, QC

Premiership, Montreal, QC

- Trend Tracking:** Monitored social media trends and leveraged them to create relevant, engaging content that resonated with the audience.
- Content Creation & Storytelling:** Crafted compelling stories through high-quality photos and engaging video reels, capturing the essence of events and the league's activities.
- Photography & Videography:** Captured over 700+ photos and 50+ videos daily, ensuring diverse and dynamic coverage. Sorted and edited content to meet the brand's visual standards.
- Reel Production:** Edited reels efficiently using industry-standard software, delivering polished and engaging videos that enhanced social media presence.
- Graphic Design:** Created visually appealing graphics using professional design software, contributing to the overall branding and marketing efforts.
- Direct Collaboration:** Worked closely with the league owner to align social media strategies with the league's vision, ensuring content supported promotional goals and initiatives.

### Social Media Manager - 2 Accounts

October 2024 - December 2024

Me After 50 / Nadis International Travels

Georgia, US

- Strategy:** Analyzed market trends and competitor activities to develop strategic plans that enhanced operational efficiency and increased profitability.
- Branding:** Led branding initiatives by establishing consistent brand guidelines and creating impactful materials, boosting brand recognition and customer engagement.

- **Content Creation and Organization:** Created engaging content across various channels and managed content calendars to streamline production, improving audience interaction and retention.
- **Graphic Design:** Designed visually compelling graphics using Adobe Creative Suite, aligning visuals with brand identity to enhance the company's visual presence.

### **Accounts Intern**

May 2025 – August 2025

Manila, Philippines  
DDB Philippines

- **Campaign Tracking & Coordination:** Monitored and updated live campaign trackers to ensure seamless flow of content from internal teams to client approvals, improving accountability and turnaround time.
- **Storyboard & Compliance Support:** Edited and formatted creative materials for submission to the Ad Standards Council (ASC), ensuring brand and regulatory alignment for multiple campaigns.
- **Claim Documentation:** Developed support documents for ASC compliance using client-provided product research and test results, validating claims with accuracy and clarity.
- **Strategic Research:** Conducted competitive scans and lead research for award-targeted campaigns, identifying credible professionals to strengthen insight-driven storytelling.
- **Creative Collaboration:** Participated in activation planning and pre-production meetings; contributed creative ideas—several of which were integrated into campaign strategies.
- **Process Optimization:** Identified and resolved workflow gaps in internal tracking systems, streamlining visibility on overspilled content (May–July) and enhancing cross-team clarity.
- **Cross-Departmental Communication:** Coordinated closely with Social Media and Creative teams to ensure real-time alignment on deliverables and campaign progress.
- **Autonomous Execution:** Trusted with end-to-end project handling, from revisions to research; recognized for managing tasks independently and maintaining high output quality.

## **EDUCATION**

**Bachelor of Arts (B.A.) - Communications**  
*De LaSalle College of Saint Benilde, Antipolo, Rizal*

Aug 2021 - October 2025

## SKILLS

**Digital Marketing:** Campaign Management • Content Strategy • Social Media Marketing • Email Marketing • Paid Ads (Meta Ads) • SEO & Keyword Research • Content Calendar Planning • Analytics & Reporting

**Creative & Technical Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Canva • CapCut • WordPress • Google Workspace • Microsoft Office

**Analytical & Automation:** Google Analytics • Google Search Console • Basic Automation

**Core Strengths:** Strategic Thinking • Communication & Collaboration • Attention to Detail • Project Management • Problem Solving • Cross-Functional Coordination

## LICENSES & CERTIFICATIONS

### Advanced Search Engine Optimization Certification Program

2022

*Simplilearn*

### Virtual Assistance Certification

2022

*PRO VA PH*

## HONORS & AWARDS

### Dean's Lister

2021 - 2025

*De La Salle College of Saint Benilde Antipolo*

Recognized as one of the top performers during training, showcasing quick adaptability and competence in role-specific skills.