

# John Joshua Noya

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[WEBSITE](#)

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## EXPERIENCE

### 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.

### Social Media Coordinator (Contract) - 4 Accounts

July 2024 - June 2025

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.

### **Advertising Agency Head**

Jul 2023 - Aug 2023

Pukaw - Capstone Project

Led an advertising agency for an undergraduate capstone project. We created advertising plans, materials, including designs for a short film, commercials and many advertising strategies. We applied these advertising principles to our assigned brands' campaigns.

### **Technical and Production Head**

May 2023 - Aug 2023

E-Market Mo! - Capstone Project

- Produced quality content for E-Market Mo that helped in creating 150 attendees for the online event proper.
- Efficiently executed the online event with technical skills using technical skills
- Handled social media performance analytics of all in different platforms.

- Assisted in producing photos and videos concerning E-Market Mo!'s promotional material for social media
- E-Market Mo! has garnered 850 followers and likes with thousands of page engagements. We also gained a brand sponsor for the event.

## **Marketing Agency Head**

Feb 2023 - May 2023

Boostify - Capstone Project

- Formed a marketing agency for an undergraduate capstone project. We created integrated marketing communication plans, materials, event planning, branding, and many marketing communication strategies. We applied these marketing principles to our assigned brands' campaigns.

## **Production Head**

Feb 2022 -

Apr 2022

Elpis: Spirit of Hope - Capstone Project

- Drove 8,806 traffic by producing quality content, and organic marketing. This led to a charity donation amounting to PHP 11,551
- Produced podcast episodes, planning and creating quality content posts using Facebook Creator Studio, creating graphics, and producing a live e-sport tournament.

## **EDUCATION**

### **Bachelor of Arts (B.A.) - Communications**

Aug 2021 - October 2025 (Expected)

*De LaSalle College of Saint Benilde, Antipolo, Rizal*

## **SKILLS**

**Expert in:** Negotiation, Critical Thinking, Problem Solving, Work Ethic, Attention to Detail, Interpersonal Skills, Collaboration, Verbal and Written English

**Intermediate in:** Social Media Management

**Basic in:** Copywriting, Content Marketing, Graphic Design

## **LICENSES & CERTIFICATIONS**

### **Advanced Search Engine Optimization Certification Program**

2022

*Simplilearn*

### **Virtual Assistance Certification**

2022

*PRO VA PH*

## HONORS & AWARDS

**Dean's Lister**

2023 - Present

*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.