



## ROBYN ASHLEY D. CRUZ

📍 Caloocan City

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### EDUCATION

#### PAMANTASAN NG LUNGSOD NG MAYNILA City of Manila 2019-2023

##### Bachelor Arts in Communication

- Summa Cum Laude
- Rank 1 – College of Humanities, Arts, and Social Sciences
- Member – Mass Communication Student's League (2019-2023)
- Block President (2020-2023)
- Member – PLM TUGON-RESCUE Campus Leadership Pillar (2020-2021)
- Block Vice President (2019-2020)
- Journalism Writer – National Service Training Program (2019-2020)
- Dean's List Honorees

##### Senior High School

- President – The Letran Impresarios Guild (2018-2019)
- Passer – TESDA National Certificate III in Events Management (2018-2019)
- Passer – TESDA National Certificate III in Bookkeeping
- Class President (2017-2019)
- List of Honorees (2017-2019)

##### Junior High School

- President – Junior High School Student Council (2016-2017)
- Class President (2012-2017)
- Mother Consuelo Leadership Award for Community Service Recipient (2017)
- Outstanding Student Council Officer (2015-2017)
- Outstanding Campus Leader (2016-2017)
- Chairman Grade 9 Representative – Junior High School Student Council (2015-2016)
- Deportment Awardee (2014)
- Treasurer – English Club (2013-2014)
- President- Glee Club (2012-2013)

#### COLEGIO DE SAN JUAN DE LETRAN City of Manila 2019

#### LA CONSOLACION COLLEGE City of Caloocan 2017

### REFERENCE

MR. EMMANUEL MARTINEZ  
Pamantasan ng Lungsod ng Maynila  
T: +639063195360  
E: [emmanuel.martinez6969@gmail.com](mailto:emmanuel.martinez6969@gmail.com)

### INTERNSHIP EXPERIENCE

#### BRULIFE CONSUMER GOODS AND TRADING

Quezon City  
July – August 2022

##### Marketing Department

- Observed and enhanced the company's website
- Headed their social media marketing
- Held photoshoots and video shoots for product marketing
- Created and developed collaterals for their social media campaign
- Established and headed an online event as a *part of the marketing strategies*

##### Political Unit – Electoral

- Had weekly online meetings with diverse agenda and activities
- Handled different office tasks and learning sessions
- Pitched prospect projects for Mr. Francis "Kiko" Pangilinan

#### OFFICE OF SENATOR FRANCIS "KIKO" PANGILINAN

October –  
November 2020

## INTERNSHIP EXPERIENCE

### CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Pasay City  
March – April 2019

#### Industrial Goods Services Division

- Contacted sponsors through e-mail, and telephone calls.
- Kept records of the different customer trends
- Researched and stored data of the pasts event sponsors
- Assisted in preparing for national events
- Handled phone calls and answered customer inquiries.

## Personal Qualifications

- ✓ Exhibits effective Communication skills
- ✓ Upholds fluency in English and Filipino Language
- ✓ Indorses knowledge in using Microsoft Word, PowerPoint, Canva and Google Applications
- ✓ Adequate skills in conducting research
- ✓ Flexible Team Player
- ✓ Passer – NCIII TESDA Bookkeeping
- ✓ Passer – NCIII TESDA Events Management
- ✓ Passer and Completer – Harvard University [Online Course] Justice: Moral and Political Philosophy