

BEANCA TORREFRANCA

Muzon, Taytay Rizal • 09484146382 • torrefrancabeanca@gmail.com

Portfolio: <https://portfolio-app-ebon-eight.vercel.app/>

PROFESSIONAL SUMMARY

Versatile Multimedia Arts graduate with a strong background in graphic design, social media management, and event organization. Proven track record of increasing engagement and profitability through creative content creation and strategic marketing approaches.

WORK EXPERIENCE

Social Media Content Creator | Jacinto & Lirio

June 2024 - September 2024

- Produced daily Facebook and Instagram collaterals and two TikTok videos per day, maintaining a consistent brand voice across platforms.
- Increased TikTok video and profile views by 70% through strategic content planning and execution.
- Collaborated effectively with the Marketing Team to deliver on-demand graphics and visual assets.

Event Organizer & Merchandise Designer | Independent

January 2022 - Present

- Conceptualized, designed, and managed booths for multiple high-profile conventions, including Cosplay Matsuri 2023, TwinFlames 2024, and YaoiExpo 2024.
- Achieved 100%+ ROI by creating and selling custom fan-made merchandise at conventions.
- Implemented a successful online catalog strategy, increasing traction and facilitating pre-orders.

Student Project Lead | O.B. Montessori Center Inc.

January 2022 - September 2023

- Led creative direction for the annual Entrepreneur Fair booth, showcasing project management skills.
- Spearheaded layout design for a school project magazine, demonstrating leadership in collaborative environments.

EDUCATION

Bachelor of Multimedia Arts | De La Salle-College of Saint Benilde

2019 - February 2024

- Produced three educational videos for Paaralang Elementaryang P. Villanueva.
- Led website development team and contributed to online magazine creation for the thesis project.
- Successfully executed brand revitalization project, increasing client visibility and engagement.

General Academic Strand | O.B. Montessori Center Inc.

January 2018 - December 2018

- Led design projects for school events and publications, showcasing early leadership in creative fields.

SKILLS

Technical: Project Management, Graphic Design, Illustration, Video Production

Software: Adobe After Effects, Adobe Illustrator, Procreate, Procreate Dreams, Figma, Canva

Soft Skills: Multitasking, Adaptability, Customer Service, Communication, Task Delegation

Languages: English (Fluent), Filipino (Native)

ACHIEVEMENTS

- Increased TikTok engagement by 70% within three months at Jacinto & Lirio.
- Consistently achieved over 100% ROI on self-managed convention merchandise sales.
- Successfully led multiple creative projects in academic and professional settings.