

## **MARIE CASTILLO**

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### **CAREER OBJECTIVE**

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Recent graduate with a degree in marketing management with experience in promoting brands and marketing products to businesses and consumers. Proven academic and curricular achievements, and possesses right marketing skills to propel the organization in achieving their goals and objectives.

### **EDUCATION**

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2010-2014 **BSBA Marketing Management | GPA: 3.5/4**  
Far Eastern University, Manila

### **EXPERIENCE**

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#### **FEU Junior Marketing Association | Manila**

Marketing Head | June 2013 – February 2014

- Headed marketing strategies for JMA events and activities including university wide events.
- Created marketing campaign for an advocacy for JMA in partnership with Gawad Kalinga.

#### **Caster Media Inc. | Makati**

Marketing and Public Relations Intern | April 2013 – June 2013

- Assembled press kits for three clients, including MClinica, Kickstart Ventures, and Uber.
- Created and pitched integrated marketing campaign to Philippine Airlines, Coca-cola, and XYZ news station, including account management, creative, media, and public relation tactics.

#### **FEU Admissions Office | Manila**

Clerical Student Assistant | June 2012 – October 2012

- Compiled mass mailings for prospective students.
- Handled daily clerical tasks which included answering calls and queries, and filing documents.

### **SKILLS AND KNOWLEDGE**

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- Expert in Facebook, Twitter, LinkedIn marketing and advertising
- Google Analytics, Webmaster tools
- Microsoft office suite: Microsoft Word, Publisher, Excel