

# ANDREA C. PILAPIL, CMMS

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A creative marketing professional with hands-on experience in digital marketing, copywriting, and design, seeking opportunities to contribute innovative ideas and further develop skills in a dynamic, growth-oriented environment.



## WORK EXPERIENCE

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### **SMMPH** (Community Group)

Bonifacio Global City

#### **Social Media Manager and Content Creator**

July 2025 – Present

- Launched the brand's Facebook page from scratch, achieving 373 Facebook followers and 43,094 organic views in the first month.
- Grew TikTok audience from scratch to 774 followers and 11,800+ likes in the first month, including a viral post with 187,000+ views.
- Developed and implemented a full social media strategy, including content calendars, shotlists, reel editing, and social graphics, and co-hosted an engaging livestream session for the brand.

### **BITSKWELA INCORPORATED** (Philippine EdTech company)

Pasig City

#### **Project Lead**

Aug 2024 – Aug 2025

- Spearheaded the end-to-end planning and execution of university events, workshops, and webinars, successfully engaging 1,000+ students and young professionals across multiple campuses.
- Collaborated with sponsors, student organizations, and industry partners to co-develop co-branded educational activities, promotional materials, and digital campaigns.
- Managed event logistics, speaker coordination, and team operations, while leading PR efforts that boosted brand visibility and secured post-event media coverage.

#### **Research and Writing Core Contributor**

Aug 2022 – Oct 2024

- Contributed to the development of educational course materials, including writing lectures and modules.
- Produced community reports, event blogs, and educational articles, enhancing the company's content repository.

### **CITY OF DREAMS MANILA** (Luxury Integrated Resort)

Parañaque City

#### **Marketing Intern**

April 2025 – June 2025

- Assisted in developing and executing the company's social media content strategy to enhance online presence and engagement.
- Contributed to the planning and on-site coordination of photoshoots and video productions for advertising campaigns, ensuring alignment with brand guidelines.
- Managed event logistics, speaker coordination, and team operations, while leading PR efforts that boosted brand visibility and secured post-event media coverage.

### **GALILEO PROTOCOL** (FinTech startup based in France)

Remote, France

#### **Social Media Manager**

Dec 2022 – Oct 2023

- Spearheaded social media growth and scaling strategies, driving Twitter (now X) followers from 3,000 to 20,000 in 2023.
- Assisted in managing and optimizing the company's social media platforms to achieve structured KPIs, increasing brand visibility and engagement.

### **VILLA RICA** (Real estate rentals in Tagaytay and Batangas)

Tagaytay City

#### **Social Media Manager**

Oct 2021– June 2022

- Developed and executed a strategic social media plan, leading to full booking capacity for consecutive months.
- Increased the brand's Facebook page followers by an additional 1,198 organic followers within the first month, resulting in features on blog pages and celebrity vlogs.

### **OUT OF THE BOX CREATIVES** (Creative Marketing Firm)

Makati City

#### **Marketing Intern**

Sep 2021– Jan 2022

- Contributed to copywriting for marketing materials across the agency's client accounts, including George Optical, Ninja Made, and Hokage Mom.

## EDUCATION

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### LYCEUM OF THE PHILIPPINES UNIVERSITY BATANGAS

Bachelor of Science in Business Administration, Major in Marketing Management

Dean's List 2023-2024

Batangas City

July 2025

## SPEAKING ENGAGEMENTS

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### BSU TECHNOVATION SUMMIT: SUCCESS Program Pitch Day

May 2024

#### Resource Speaker

- Shared insights on my journey as a young woman working in the tech industry and entrepreneurship.

### GIRLS IN ICT DAY by DICT - CALABARZON

March 2024

#### Resource Speaker

- Delivered a talk on women pioneering blockchain innovation for the Department of Information and Communications Technology (DICT) online webinar.

## ADDITIONAL CREDENTIALS

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#### Technical Skills:

- Social media management
- Copywriting
- Content Writing
- Email Marketing
- Web Design on Figma
- Project Management
- Technical Writing and Research
- Graphic Design
- Content Creation
- Event Coordination
- Article Writing

#### Certifications

- Certified Marketing Management Specialist (CMMS)<sup>™</sup> by CPACE Philippines
- Foundations of User Experience (UX) Design by Coursera
- Market Research and Consumer Behavior by IE Business School
- Digital Leadership and Digital Strategy Execution by Digital Marketing Institute
- Business English: Marketing and Sales by Arizona State University
- Survey Analysis to Gain Marketing Insights by Emori University
- Inbound Marketing by HubSpot Academy
- Digital Marketing Analytics in Practice by University of Illinois Urbana-Champaign