

CASSY VEGAFRIA

BS - Management Accounting Student (3rd Year)

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ACADEMIC HISTORY

XAVIER UNIVERSITY - ATENEO DE CAGAYAN Bachelor of Science in Management Accountancy,

2019-2021 ongoing (expected graduation date: May 2023)

- Offered the Saint Francis Xavier Scholarship grant for performance on university entrance exam
- Current Vice President of the XU - Junior Philippine Association of Management Accountants
- Invited to local and nationwide business case study competitions such as Nissan CDO and CIMA
- One of the 8 students out of the 150 accountancy freshmen students to be an Academic Varsity in 2019

CORPUS CHRISTI HIGH SCHOOL

Graduated with Honors, 2015-2019

- Awarded with Best Marketing Repositioning paper during graduation day
- One of the top 10 students in the Accountancy, Business, and Management batch
- Only student to have aced and approved all marketing, entrepreneurship, quantitative study, and CSR proposals on graduating year
- Participated in DSPC for English feature journalism and placed 6th among 70 participants; published article by Sunstar local newspaper

CAREER HISTORY

SELDA UNO STREET-STYLE FOOD / MARKETING & SOCIAL MEDIA MANAGER; CO-FOUNDER (MAY 2020 - ONGOING)

- Doubled sales and achieved 50% profit margin by repositioning brand and entering social media advertising
- Increased social media engagement by 80% through research in consumer trends and studying basics of graphic design to align with digital marketing
- From being online-based and only limited to deliveries to opening actual shop in just 4 months

JAZ CORNER STORE, SUPER 9 STORE / FAMILY-OWNED RETAIL BUSINESSES (2016 - ONGOING)

- Developed flexibility and competency through experiencing different job positions: cashier, bookkeeper, and inventory clerk
- Adapted great interpersonal and communication skills from working and offering services to different kinds of people
- Gained a strong foundation of healthy competition by working in an industry with low barriers to entry and being in a concentrated area

KIA MOTORS, CROSSROADS TRAINING INSTITUTE / INTERN (JANUARY 2019)

- Revised and corrected manuals used for Crossroads Training Institute technical vocational course
- Exposed to after sales service processes in the automotive industry through organizing vehicle reports and handling after sales service customers
- Chosen as the best intern and was given the opportunity to deliver a speech during completion day

PROJECTS & ACHIEVEMENTS

ONE CDO (June 2021)

- Accepted delegate for the Students' Rights and Welfare Committee
- Committee chairperson/convener for the creation of amendments on the ONE-CDO charter, resolutions to support the STRAW Ordinance, and projects for the Oro STRAW Movement

CALL FOR DONATIONS FOR VICTIMS OF TYPHOON ULYSSES (NOVEMBER 2020)

- Partnered with Kontento Coffee Camiguin and launched "COFFEE FOR A CAUSE" where all their inventory was sold out
- Donation drive was able to gather an amount of Php 60,290.68 monetary donations so far for the typhoon victims -
- Donation drive was also able to gather one container van of in-kind donations

SILAKBO PARA SA CDO FUNDRAISER - INTERNATIONAL ORDER OF THE RAINBOW FOR GIRLS (JULY 2020)

- Designed and sold 110 shirts to raise an amount of Php 38,500 as donation to garbage collectors and their children
- Volunteered service to pack 100 bags of shirts and school supplies for the children
- Sponsored 100 meals from food business (Selda Uno Street-style) for garbage collectors

SKILLS & INTERESTS

- Proficient with the use of MS Word, Excel, PowerPoint, and social media platforms for business
- People person, acts great both as a leader and as a follower
- Works well under pressure and handles stress well