

# KHIE SYDNEY UDAG

## SKILLS

Digital Marketing and Advertising  
Social Media and SEO Analytics  
Internet Content Writing  
Design and Layout  
Microsoft Office  
Google Suite  
Photoshop  
Canva

## CONTACT

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## ABOUT ME

An exceedingly creative and goal-driven student from the College of Arts and Social Sciences of the University of the Philippines Diliman majoring in Linguistics who works bests in multifaceted tasks specializing in the field of digital marketing and advertising looking for career growth opportunities in order to utilize and leverage my skills in pursuance of excelling and expanding my horizon in the field of online media, business services, finance, advertising, marketing, and communications.

## EDUCATION

### UNIVERSITY OF THE PHILIPPINES DILIMAN

2019 - 2023 | Bachelor of Arts in Linguistics

## EXPERIENCE

### APR 2021 - PRESENT EDUKASYON PH

Taguig, Metro Manila

#### Research and Development Intern

- Takes the lead in promoting and getting users to leave reviews on the website of Edukasyon.ph, the leading education technology platform in the Philippines
- Helps the UX/UI Designer of the team in website Quality Assurance (QA) testing through providing direct feedbacks and sourcing testers who belong to the target market
- Write com
- Fines tune collection strategies and conduct market research on schools and courses while sourcing students and alumni in 30 academic institutions
- Works closely with the Chief of Staff and reports to the team on a weekly basis

### MAY 2020 - PRESENT UP ADVERTISING CORE

Diliman, Quezon City

#### Creative Manager

- Conducts market research and presents pitches to the executives and clients, envisions the overall direction and visual communication of creative projects step by step until the execution in accordance with the brand guidelines of UP Advertising Core, a student-run advertising agency that has worked with the brands P&G, Coca-cola, Pepsi, BYS and AirAsia
- Creates social media publicity and promotional materials as well as campaigns that yield up to 3000 organic engagement per post for Juiceletter, the official multi-channel publication of UP AdCore
- Collaborated with a team of 10 managers in the planning of integrated marketing communications (IMC) and creating marketing strategies for the brand building of AdVocate which is the premiere service arm of the organization that has partnered with Zero Hunger PH and Farmer-Community Assistance Program
- Supervised and handled 14 interns guiding them through their workflow while implementing the organization's protocols and core values