



# FATIMA YSABELLE A. ROSANES

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## OBJECTIVES

To gain an enriching experience in your dynamic company where I can contribute in the areas of marketing, events and communications and also to be able to develop my skills in order to be an effective communication practitioner in the future.

## EDUCATIONAL HISTORY

### De La Salle University- Dasmaringas

Bachelor of Arts in Communication  
Specialization in Public Relations | 2012-2016

## WORK EXPERIENCE

### Sales & Marketing Associate

Friendly Alliances & Media Expressions | Oct. 2017 - Present


- Handles different social media accounts of FAME (Facebook and YouTube)
- Monitoring Social Media trends
- Manages Social media postings, content planning, social media campaign, content publishing, content production, community management, copy writing and analytics reporting
- Handling media, event partnership and sponsorship
- Plans and executes events (Over-All In Charge)
- Maintains relationship with media and influencers
- Manages projects of clients from start to finish
- Works closely with the creatives team for pub mats, digital campaigns and sales kits
- Prepare and present reports to upper management.

### Account Executive

Friendly Alliances & Media Expressions | March 2017 - Oct. 2017

- Manage projects from start to finish
- Sell FAME's Services and Plans strategies and other materials for Clients
- Maintains relationship with clients

## CONTACT ME AT

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## SKILLS SUMMARY

Event Management

Content Creation / Copy Writing

Digital Marketing / Branding

Voice Over

Digital/Live Hosting

• Basic Computer skills  
(can effectively use Microsoft programs)

• Effective written and verbal communication skills

Team-Player

## SEMINARS AND TRAININGS

MBA  
Online Workshop: Becoming the Best Version of yourself 2019

PHVote by Rappler

Converge 2016 : The Digital Media Summit

United Nations Global Goals: Challenges and Possibilities

Doing the Write Thing : Content and Layout for Magazine

11th EdukCircle Convention On Media Communication : " Media and Politics"

CSR Expo 2015 : League of Corporate Foundations – Collaborate, Sustain, Revolutionize