

Arianna Dela Cruz

63+ 949-898-6528 | adcruz.arianna@gmail.com | Don Bosco, Paranaque City



EXPERIENCES

Marketing Associate – KOL/Influencer Marketing

April 2025 – October 2025

JIKE HK LIMITED

Remote

- Closed 29+ successful partnerships with international creators, boosting campaign reach and engagement.
- Negotiated pricing, deliverables, and timelines to optimize campaign ROI.
- Tracked and analyzed performance metrics, providing insights for future strategy.
- Coordinated influencer collaborations end-to-end, ensuring content aligned with brand guidelines.

Virtual Assistant – Influencer Marketing Specialist

December 2025 – March 2026

Vert Ventures

Remote

- Assisted in managing 10+ partnered influencers under the supervision of the Influencer Marketing Manager.
- Communicated with partnered influencers regarding draft reviews, content revisions, and posting schedules.
- Supported the execution of influencer marketing campaigns from coordination to posting.
- Conducted influencer outreach and partnership coordination.
- Maintained and updated the influencer database for tracking performance and collaborations.
- Contributed to the development of trend-based content aligned with brand guidelines.
- Managed influencer contracts, ensuring proper documentation and compliance with brand agreements.
- Organization of influencers' bank details for payment processing.

Administrative Secretary/Business Support Assistant

June 2022 – PRESENT

Rhemie's House of Curtain

Remote

- Delivered quotations and contracts with top clients.
- Streamlined vendor compliance by maintaining Vendor Integrity Access with 100% accuracy.
- Enhanced communication flow by drafting and managing official letters, quotations, and contracts.
- Supported financial management processes, tracking budgets and reviewing expenses.

Freelance Digital Content Creator

January 2025 – PRESENT

TikTok

Remote

- Produced and edited engaging short-form videos tailored to TikTok trends.
- Developed content calendars, captions, and hashtags to maximize audience reach.
- Documented and edited offline events for promotional campaigns.

EDUCATION

Bachelor of Science in Chemical Engineering

Mapúa University

2022 – PRESENT

SKILLS

- Microsoft Office
- Google Workspace
- Canva & Digital Design
- Automated Tracking Sheets
- Project Coordination
- Written and Verbal Communication
- Database Management
- Time Management & Organization
- Influencer Outreach & Relationship Management
- Influencer Marketing
- Influencer & Social Media Marketing
- Content Review & Quality Control

CERTIFICATES

Cambridge English IELTS Academic

2023

(C1: Certificate in Advanced English), Band Score: 7.5 Educational

Testing Services (ETS)

2023

TOEFL iBT (Test of English as a Foreign Language – Internet-Based Test), Score: 100/120

The Hong Kong University of Science and Technology (via Coursera)

2023

English for Effective Business Writing