



Martha Cuaresma

PASSIONATE STORYTELLER

Portfolio: <https://beacons.ai/marthacuaresma>



PROFESSIONAL SUMMARY

Demonstrated ability to write effective copy for various mediums and target audiences



E-LEARNING

- 2023 Semrush Global Marketing Day
- LinkedIn Master Digital Marketing Course



CONTACT

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EDUCATION

- **De Lasalle University-Dasma**
Bachelor in Communication Arts

2016-2020

- **Southville International School and Colleges**

Bachelor in Communication Arts

2015-2016



CAREER EXPERIENCE

Content Creator

YubStar, Project based (June-July 2023)

- Created and delivered content to captivate the target audience and boost app engagement.

AD & Promo Assistant

Bench Philippines

August 2022-January 2023

- Comprehensive assistance to Management by planning content, organizing events, and writing for multiple accounts across various industries, including food, beauty, lifestyle, and fashion



SKILLS

- Self-motivated
- Curiosity
- Copywriting
- Content Creation
- Attention to Details
- Social Media Management
- Microsoft Office
- Basic Knowledge in Video editing and Graphic Design