

Martha Francesca Moral Valencia

Bachelor's Degree holder in Communication Arts from De La Salle University, currently pursuing an MA in Digital Media at the University of Leeds. Passionate about using social media to connect, share stories, and convey impactful messages. Aiming to advance my career by leveraging digital tools to make a positive societal influence.

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EXPERIENCE

Mega Global Licensing/Vogue Philippines — Social Media Associate

November 2022 - April 2024

Current Responsibilities:

- Drove website traffic and boosted online presence through social media.
- Collaborated with marketing teams to execute impactful social media campaigns.
- Increased traffic via organic and paid social media posts.
- Developed metrics and optimization strategies to measure social media success.
- Managed engagement with followers on various social platforms.
- Created content calendars with organic and paid posts to drive traffic.
- Executed social media promotions to support marketing initiatives.
- Analyzed performance, prepared reports, and provided actionable insights.
- Contributed to content planning through brainstorming and strategy sessions.
- Represented projects at events, providing live social media coverage.
- Stayed updated on social media trends, tools, and strategies.
- Educated clients and teams on the value and latest trends in social media

Strokes Beauty Lab — Branding & Communications Associate

JULY 2022 - November 2022

Roles/ Responsibilities:

Content creation

- Planned and created monthly promotional campaigns for products and services across media platforms for Strokes Beauty Lab.
- Ensured consistent product and campaign copy across social media platforms and e-commerce networks.
- Wrote and edited press releases, blogs, product copy, website copy, social media posts, and packaging copy.
- Planned social media calendar in collaboration with the Creative Director.

PR

- Managed artist and influencer relations in collaboration with upper management and the community team.
- Coordinated timely follow-ups with influencers alongside Customer Service Associates.
- Handled external partnerships for Strokes Beauty Lab.
- Coordinated the distribution, tracking, measurement, and evaluation of PR kits.

Triple PH — Social Media Officer

JANUARY 2021 - JUNE 2022

Served as an all around Social Media Officer who was part of the company's core team. I was involved in rendering multiple roles towards the development of 4 in-house brands and 2 clients of the company.

Roles/Responsibilities:

- All Around Social Media Manager
 - Implemented social media campaigns by planning, scheduling, and managing various accounts, reaching over 4 million users.
 - Generated quarterly social media analytics reports for 6 brand clients.
- Ad Management
 - Assisted in implementing ad campaigns on Facebook and Instagram.

SKILLS

Social Media Management

Events Management

Detail Oriented

Google Workspace (Drive, Docs, Slides, Sheets, Forms)

Fast Learner

AWARDS

Cum Laude (CGPA 3.487)

Outstanding Thesis Award
for Communication Arts

LANGUAGES

English

Filipino

- Community Management
 - Managed and activated chatbots for client accounts.
 - Engaged with followers and audiences through social media activities.
 - Supervised The Scoop Asia's community group, *WeWomen*, with over 1,300 members..

PurpleClick Philippines — Marketing Assistant

NOVEMBER 2020 - DECEMBER 2020

Served as a Marketing Assistant focused on content creation (images, videos, copy, etc.) for the company's clientele.

Dayang Media Productions — Intern

FEBRUARY 2020 - APRIL 2020

Served as a Marketing and Research Associate focused on communications with external partners of the company and as a Production Assistant for company photography shoots.

EDUCATION

UNIVERSITY OF LEEDS — MA in Digital Media

September 2024 - September 2025

Expected Graduation: December 2025

- Currently pursuing a master's degree with a focus on digital media trends, technologies, and their impact on society

DE LA SALLE UNIVERSITY — AB Communication Arts

September 2017 - June 2021

Awards & Achievements:

- Consistent Dean's Lister
- Cum Laude - CGPA: 3.487
- Won the Departmental Award for Outstanding Thesis in Communication Arts [October 2020]

Saint Pedro Poveda College — High School

Class of 2017

- Outstanding Student (Second Semester, A.Y. 2016 - 2017)
- Academic Excellence in: Social Sciences, Organization & Management, Spanish, Sports and Dance, Physical Education & Health
- Former Member of Poveda Enciende (Dance Varsity)

PROJECTS

Thesis: Pakisabi — Lead Writer

Pakisabi (2020) is an animated documentary series that aims to share the stories of those who have been personally affected by the consequences of COVID-19.

EXTRA CURRICULAR ACTIVITIES

DLSU Green Media Group — Member

Events

- Trifecta Film Fest (TFF) [2019 & 2020] - Finance Head
 - A film festival that showcases three independent films from local filmmakers in the Philippines
- Indie Un-Film Festival (IUF) [2019 & 2020] - Finance Head
 - An annual digital film competition that is open to all enrolled college students in the Philippines.
 - Positions
 - Finance Head (2020)
 - Finance Team Member (2019)

Position

Finance Head [For TFF 2019, TFF 2020, IUF 2020]

- Prepares the budget proposal and overall income statement for both annual projects, Trifecta Film Fest and Indie Un-Film Festival.
- Handles the Finance Committee in terms of recording transactions, budget of other committees, etc.
- When transitioning online for IUF 2020, additional tasks included emailing of all participants and creating trackers for participation responses.

View Portfolio [here](#).