

JULIE ANNE DELA CRUZ

Leeds Filipino Society '22/23

Social Media Manager

Hello! I'm Julie Anne and I'm a First Year BA Business Management student.

PRIORITIES

- Create innovative design briefs and content for all social media platforms, whilst respecting the society's values
- Produce short and long term strategies for engagement and growth
- Identifying trends in social media interactions to strengthen out community online
- Tracking and analysing analytics

EXPERIENCE

Digital Marketing Intern: I created SEO content for their website and handled their social media. I have learnt to engage with customers globally, optimising better conversion rates.

I have a small clothing business with selected purchases donated to charities. I produced high-quality marketing campaigns on Instagram and TikTok, reaching over 145,000+ views with 100+ forms of engagement.

Thank you for reading!

