

DANICA MARIE B. LUCERO

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Unit 915 Banjar bldg., Bali Oasis Phase 2, Brgy. Santolan, Pasig City, Philippines

PROFILE

A social media practitioner eager to expand her content writing, storytelling, and social media management skills. Aims to effectively and expertly use the online platform in helping an individual or company establish their name and personality in the digital space.



EDUCATION

Massive Open Online Courses

August 2021

Stellar Freelancing Academy

- Fundamentals of Copywriting

May 2021

Elevate Elites Academy

- Social Media Management and Marketing

April 2022

Course Belt

- Social Media Management
- Email Management and Support

Tertiary Education

October 2020 - Present

Center for Culinary Arts Manila

Diploma in Culinary Arts and Technology Management

August 2018 - June 2020

(1st and 2nd year college level)

Far Eastern University

Bachelor of Science in Psychology

Secondary Education

August 2016 - June 2018

University of Santo Tomas Manila

Humanities and Social Sciences

Senior High School

June 2012 - March 2016

St. Bridget School, Quezon City

Junior High School



EXPERIENCE

Seminar Attendee

United Nations Development Program Philippines | April 2021

- Lessons on Circularity and Innovation to Combat Plastic Pollution

The World Through Nica

Personal Blog | February 2021 - Present

Instagram Advertising

Instagram handle: @nicaalucero | January 2021 - Present

- Uses ad targeting for contents in personal account
- X-deal collaboration for certain brands (Palmolive, Bilad, Nestle)

Social Media Manager and Finance Officer

Singkwenta Para Kay Kuya | June 2020 - Present

- Donation drive for jeepney drivers

Production Assistant

Viva Records | February 2020

- Production Assistant for "Tahan Na" Music Video by Annie Lux

Event Host

UST's Organization Recruitment Week | September 2018

UST's Holo: Traversing the Dimension of Health & Wellness | May 2018

UST's Tunog Tomasino | April 2018

Hosting Talent Member

UST's Tomasian Media Circle & Talents | September 2017 - August 2018

Executive Assistant to the Auditor

UST Humanities & Social Science Student Council | August 2017 - June 2018

Workshop Participant

Star Magic Acting Workshop | April 2014 - June 2015



KEY SKILLS

- Blog writing and digital storytelling skills
- Acting, hosting, and public speaking skills
- Social media management
- Basic photography and videography skills
- Can produce authentic and relatable digital content in English and Filipino