

NATHALIA ANDREA M. MURIEL

| workwith.iyamuriel@gmail.com

Metro Manila, Philippines

Work Experiences

Jr. Account Manager

Oct 2023 - May 2025

Advertising Agency

- Attend client brief and prepare call report
- Contributed to the creation of pitch decks
- Assisted with daily client communication
- Crafted reports summarizing project outcomes, key insights, lessons learned, and recommendations for future initiatives

Social Media & Community Manager

Aug 2021 - Present

Event organizer

- Curate contents to ensure consistent brand identity
- Engages and responds in Instagram pet community through comments, shares, and reactions
- Launched and managed the Facebook and Instagram page of a pet community account
- Handles end-to-end customer experience by maintaining online engagement and responding customer inquiries

Community Manager Intern

Feb 2022 - May 2022

Community-centered Marketplace

- Designed, curated, and implemented contents to grow audience reach and align with brand goals
- Engaged with existing and new pet accounts to foster community growth, boost brand visibility, and drive meaningful interactions

Brand Marketing Intern

Mar 2023 - Jun 2023

French beauty brand

- Scouted, negotiated, communicated and sent PR kits
- Collaborated with the brand associate and designed digital content calendar
- Created scripts and assisted the brand associated with
- Produced contents and captions for selected Facebook, Instagram and TikTok organic and paid posts
- Crosschecked promo price strips for retail stores

Education Level

San Beda University

Jul 2019 - Aug 2023

Bachelor Bachelor of Science in Business Administration major in Marketing Management

- Dean's Honor List Awardee
- Top 1 in the overall White Paper for Marketing Research

St. Scholastica's Academy Marikina

Jun 2007 - Mar 2017

Organizational Experience

San Beda Junior Marketing Association (SBJMA)

Sep 2021 - Jul 2021

Board of Governors

- Monitored the releasing of documents for the College of Arts Sciences office
- Headed the first online marketing expo of SBJMA entitled Traverse: Navigating Through the Facets of our Marketing World
- Co-headed online talk show entitled SBJMA Nights

Skills, Achievements & Other Experience

- **Achievements** (2022): National Finalist of PRSP Grand Prix Hack Sprint Edition
- **Achievements** (2021): National Semifinalist of L'Oreal Brandstorm 2021
- **Hard Skills**: Extensive skill in Instagram, Facebook, and Canva, and Average skill in TikTok, Adobe Illustrator, and Google Sheets, Excel