



MYRRH KRISTIEN G. CALUPAZ

MAGNA CUM LAUDE | BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

EXECUTIVE SECRETARY CUM SALES & MARKETING ADMINISTRATOR

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Al Rashidiya 1

Emirate of Ajman

PROFILE

Adaptable and results-driven professional with a proven background in digital marketing, executive administration, and public service. Successfully led end-to-end digital marketing initiatives for multiple companies while concurrently managing front-office operations and providing high-level executive support to the company owner. Formerly served in government as a Community Affairs Officer and Administrative Officer, demonstrating exceptional organizational, communication, and stakeholder engagement skills. A Magna Cum Laude graduate recognized for delivering high-impact results in fast-paced, multi-functional environments.

WORK EXPERIENCE

01 / 2024 - 06 / 2025

AMA & CO AL EMADI HOLDING GROUP

DOHA, QATAR

Social Media Manager / Digital Marketing Specialist

- Designed and executed comprehensive digital marketing campaigns across social media platforms, driving brand awareness and engagement.
- Created, scheduled, and published targeted content, increasing online visibility and follower growth.
- Analyzed performance metrics and optimized content strategy based on data-driven insights.
- Managed paid advertising (Google Ads, Facebook Ads), ensuring cost-efficient reach and conversion.
- Collaborated with designers and vendors to develop marketing materials aligned with brand identity.
- Responded to online inquiries and comments, maintaining a strong and professional brand voice.

Receptionist

- Served as the first point of contact for clients and visitors, delivering a welcoming and professional front-desk experience.
- Managed a multi-line phone system, routed calls, and handled daily email correspondence.
- Scheduled appointments, coordinated meeting rooms, and maintained visitor logs.
- Ensured the reception area was organized and presentable, reflecting the company's image.
- Supported administrative tasks such as filing, document scanning, courier handling, and inventory management.

Executive Secretary to the Company Owner

- Provided direct executive support to the Qatari owner, handling calendar management, travel arrangements, and confidential communications.
- Drafted, reviewed, and managed correspondence, reports, and presentations with high attention to detail.
- Coordinated high-level meetings, including preparing agendas, taking minutes, and tracking follow-ups.
- Acted as liaison between the owner and internal departments, ensuring smooth communication and timely execution of directives.
- Maintained strict confidentiality and professionalism in all executive-level interactions.

07 / 2022 - 10 / 2023

REPUBLIC OF THE PHILIPPINES LOCAL GOVERNMENT UNIT OF TACLOBAN CITY

Office Administrator

- Implement and maintain effective record-keeping systems to ensure compliance with record retention policies with government regulations
- Input and update government records into databases or information management systems.
- Maintain accurate records of correspondence, forms, reports, and official documents.
- Ensure compliance with data privacy laws and regulations.
- Manage the schedules of government officials, department heads, or other relevant staff, coordinating meetings, appointments, and events.
- Handle incoming and outgoing communication, including phone calls, emails, and physical mail.
- Prepare, review, and distribute official correspondence, reports, memos, and presentations.
- Serve as the point of contact for stakeholders, constituents, or external agencies.
- Ensure that all office practices comply with government rules, regulations, and policies.
- Assist in the preparation of reports, audits, and compliance documentation required by oversight bodies or regulatory agencies.
- Maintain up-to-date knowledge of relevant laws, regulations, and standards.
- Facilitate communication between government officials and constituents, ensuring that requests or concerns are addressed appropriately.

10 / 2021 - 12 / 2022

ABE INTERNATIONAL COLLEGE OF BUSINESS & ECONOMICS

TACLOBAN CITY

Administration Staff

- Help prepare regular reports on application status, trends in admissions, and statistical data for internal use or for reporting to higher authorities.
- Maintain an organized and accurate database of student applicants, including personal information, application status, and documents.
- Assist in tracking enrollment statistics, assist in waitlist management, and monitor the overall status of applications and decisions.
- Review applications and provide guidance on the next steps, including admission decisions, scholarship opportunities, and enrollment.
- Offer one-on-one counseling to prospective students and parents to help them navigate the application process, answer questions about prerequisites, financial aid, and residency requirements.
- Send follow-up emails and letters to applicants regarding application status, missing documents, and next steps.
- Assist in organizing recruitment activities such as school visits, college fairs, or outreach to high school counselors.
- Help organize and facilitate recruitment events, including open houses, information sessions, campus tours, and outreach activities, aimed at attracting prospective students.

EDUCATION / ACCOMPLISHMENT

2018 - 05 / 2022	ABE International College of Business & Economics Bachelor of Science in Tourism Major in Management <ul style="list-style-type: none">• Achieved Magna Cum Laude honors• Received Academic Excellence Award for outstanding performance• Honored with the Best in Thesis Award for exemplary research quality• Recognized with a Leadership Award for significant contribution to student leadership initiatives	Tacloban City, Philippines
2016 - 2018	St. Scholastica's College Tacloban Science Technology Engineering & Mathematics <ul style="list-style-type: none">• Best in Research• Leadership Award	Tacloban City, Philippines
PD 907 Eligibility	Civil Service Commission of the Republic of the Philippines PHILIPPINES CIVIL SERVICE ELIGIBLE	

SKILLS

- Basic Accounting and Bookkeeping
- Analytical Thinking
- Project Management
- Microsoft Office Suite
- Leadership
- Time Management
- Ads Management
- Strong organizational and multitasking abilities
- Verbal and Written Communication
- CANVA
- CAPCUT EDIT
- Creative Eye
- Data-driven mindset
- Content Creation

AFFILIATION

2019 – 2020	ABE-ICBE Tourism Society President
2017 – 2018	Board member of Serrano Dulag Youth Task Force
2018	National Youth Congress Leyte, Philippines Representative
2015 – 2016	Public Information Officer- Supreme Student Government (SSG)

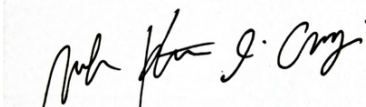
WORKSHOP AND SEMINAR

03 / 2023	Four Core of HR System Orientation
04 / 2023	Filipino Brand of Service Excellence Training
11 / 2021	Philippines Business Conference

PERSONAL INFORMATION

- Nationality: Filipino
- Date of Birth: July 24, 1999
- Marital Status: Single
- Age: 25 years old

I hereby declare that the above information is true and correct to the best of my knowledge and belief



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