

Shaira Pasadilla

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SUMMARY

A senior in Rikkyo University's Global Liberal Arts Program, thriving in dynamic environments, including an exchange year at the American College of Greece. Currently a PR and marketing intern at COLOURS, managing impactful activities and fostering influencer and client relationships. Known for creativity and leadership, contributed significantly as a Global Leadership course assistant and as a proactive UGC/content creator. Focused on business studies and marketing, especially in social media, bringing multilingual fluency and adaptability. Organized, efficient, and passionate about diversity and leadership. Actively engages across social media platforms like TikTok, YouTube, and Instagram, sharing lifestyle content like vlogs, connecting with a broader audience and showcasing a passion for storytelling and engagement.

KEY SKILLS

Social media marketing
Content Creation
Creativity

Leadership
Adaptability
Project Management

Powerpoint Presentations
Team Collaboration
Feedback and Growth Mindset

PROFESSIONAL EXPERIENCE

COLOURS Ltd.

January 2024 - Present

Marketing and Public Relations Intern

- Supported client relationships by assisting in outreach to influencers for partnerships
- Created and optimized engaging TikTok content for maximum reach and engagement
- Conducted thorough market research to identify industry trends and target audiences
- Contributed innovative ideas to marketing initiatives during brainstorming sessions

Rikkyo University

November 2023 - Present

GLAP Department Student Social Media Content Manager

- Developed engaging content for the university's GLAP Instagram account.
- Led a team to collaboratively produce content and enhance follower growth.
- Enhanced skills in social media management, content creation, and digital marketing.
- Implemented trending themes and formats to boost brand visibility and engagement.

(Freelance/Self-Employed)

April 2022 - Present

Content Creator/UGC (User-Generated-Content) Creator

- Created compelling pitching proposals for brand collaborations.
- Analyzed audience feedback and adjusted content strategies for better engagement.
- Ensured content alignment with brand guidelines and utilized social media analytics tools.
- Developed innovative content ideas and campaigns to maintain relevance and engagement.

Rikkyo University

September 2023 - January 2024

GL111 (Global Leadership Program) Course Facilitator and Student Assistant (SA)

- Contributed to class content development and design, enhancing learning outcomes.
- Facilitated interactive classroom sessions, fostering critical thinking and participation.
- Assisted students in developing business proposals and projects, providing guidance.
- Collected and utilized feedback to continuously improve course content and delivery.

Rikkyo University

September 2023 - November 2023

ACE Program (Online) Course facilitator and Bridging Assistant (BA)

- Prepared comprehensive course content, ensuring alignment with program objectives.
- Offered guidance to enhance the quality of student projects and deliverables.
- Managed administrative duties including class attendance, assignment distribution, and progress tracking.
- Facilitated cross-cultural communication and teamwork among students from different universities

Self-Employed

March 2019 - February 2021

OutroCafe - Small Business Founder/Owner

- Founded an e-commerce venture at a young age, scaling to 3000 followers within a year.
- Curated and sold K-POP-themed enamel pin badges, personally designed using digital tools.
- Orchestrated end-to-end business operations, including marketing, branding, logistics, and supplier coordination.
- Organized a charity event in support of the Black Lives Matter movement, showcasing commitment to social causes.

EDUCATION

Rikkyo University

Tokyo, Japan

April 2021 - March 2025

Bachelor of Arts (BA) - Global Liberal Arts Program in Business Major

The American College Of Greece

Athens, Greece

September 2022 - May 2023

Study Abroad/Exchange Year - Marketing and Art Studies

Clark Memorial International High School

Tokyo, Japan

April 2018 - March 2021

International Course

CERTIFICATIONS

实用英語技能検定 (English Proficiency Exam)

1級 (Level 1)

TOEIC Reading & Listening

Score of 950

TOEFL iBT

Score of 95
