

Contact

+97333373687 (Mobile)
ilaya.deguzman@gmail.com

www.linkedin.com/in/ilaya-de-guzman-55b08583 (LinkedIn)

Top Skills

Wedding Planning
Photography
Adobe Lightroom

Languages

English (Full Professional)
Filipino (Native or Bilingual)
Spanish (Limited Working)

Honors-Awards

List of Awards

Ilaya De Guzman

Asst. Operations Head, Sr. Project Manager, Marketing Associate, Events and Digital Media Specialist, Graphic Designer and Photographer

Capital Governorate, Bahrain

Summary

A promising individual with Bachelor's degree in Journalism, professional background in Media (Events, Social Media, Copywriting, Journalism, Photography) and Marketing (Brand and Events Management) with demonstrated history of working in the construction, events, recording label, social media, and TV Industry.

Experience

Showtech Productions W.L.L

Senior Project Manager

October 2021 - Present (1 year 7 months)

1. Client to client, Business to Business communication
2. Conceptualization of content, strategy, and implementation of plan
3. Market research and crowd-sourcing
4. Liaison with suppliers, clients, and contractors
5. Budgeting; management of expenses, loss and profit management
6. Event management: pre, actual, and post (mood board making, venue design, setup, management, dismantling) (technical, decors, production)

Highlight: Execution of (international) corporate events, marketing activities for various brands, hotels, restaurants, and various establishments

Everafter Events W.L.L

Asst. Operations Head

October 2021 - March 2023 (1 year 6 months)

1. Client to client, Business to Business communication
2. Conceptualization of content, strategy, and implementation of plan
3. Market research and crowd-sourcing
4. Liaison with suppliers, clients, and contractors
5. Budgeting; management of expenses, loss and profit management
6. Event management: pre, actual, and post (mood board making, venue design, setup, management, dismantling) (technical, decors, production)

Highlight: Execution of destination (international) Indian and Western weddings, Arabic weddings, Marketing activities for various hotels, restaurants, and various establishments

VYU Studios

Photographer cum Editor

April 2018 - June 2021 (3 years 3 months)

Riffa, Bahrain

1. Representation and communication between client and the company
2. Photography of event highlights of VVIP families, individuals, and corporate institutions
3. Post-processing of images through Adobe Lightroom and Photoshop
4. Client retention and other customer relations

Various Companies

Freelance Photographer

April 2015 - May 2018 (3 years 2 months)

1. Management of multiple clients and caters to different requirements of layout and mood
2. Photographs quality photos (Wedding, Portraits, Sports)
3. Post editing and publishing

Ivory Music Corporation

Social Media Specialist

March 2017 - March 2018 (1 year 1 month)

Quezon City

1. Conceptualization of content, strategy, and implementation of plan for Digital Marketing content
2. Market research and crowd-sourcing
3. Graphic designing and copywriting
4. Utilization of social media platforms; content creation, scheduling, monitoring, and evaluation
5. Immersion to artist content via attending concerts, promotional activities, radio and television tour
6. Publishing of marketing collateral in digital and hardcopy/ies
7. Live coverage of events through photography, videography, events management, and social media streaming

Highlight: Content published on social media by artists internationally, toured international artist(s) within the capital

ABS CBN Corporation

Events and Social Media Manager

January 2015 - January 2017 (2 years 1 month)

Quezon City

1. Client to client, Business to Business communication
2. Conceptualization of content, strategy, and implementation of plan
3. Market research and crowd-sourcing
4. Liaison with suppliers, clients, and contractors
5. Graphic designing and copywriting
6. Utilization of social media platforms; content creation, scheduling, monitoring, and evaluation
7. Event management: pre, actual, and post (setup, management, dismantling) (technical, decors , production)

Highlight: Facilitated promotional activities, exhibitions, and talks under ABS-CBN in and out of the compound

The Philippine Star

Writer and Researcher

April 2013 - November 2013 (8 months)

Manila City, Philippines

1. On-site news gathering;
2. Research via interview, photo and audiovisual collection
3. Content writing subject to be submitted to Senior Editor for edit and review

Highlight: Article published in Newspaper's online media website

Education

Colegio de San Juan de Letran

Bachelor's Degree, Journalism · (2010 - 2015)