



PROFILE



ILAYA DE GUZMAN

Project Manager



Manama, Kingdom of Bahrain



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Project Management



Events Planning



Marketing



Social Media



Photography



Creative Writing



SKILLS



IMPLEMENTATIONS

- EXHIBITION
- CONFERENCE
- BRAND LAUNCH
- MALL TOUR
- DESTINATION WEDDINGS
- MARKETING PLAN
- BRAND MANAGEMENT
- SALES PITCH
- CLIENT RETENTION
- CREATIVE WRITING
- STORYBOARD MAKING
- PRE-PRODUCTION
- PHOTOGRAPHY
- POST-PROCESSING
- GRAPHIC DESIGNING
- SOCIAL MEDIA CALENDAR



EDUCATION



Colegio de San Juan de Letran
Manila, Philippines (2015)

Bachelor of Arts
Major in Journalism

LinkedIn: [ilaya-de-guzman-55b08583](#)



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ILAYA DE GUZMAN

Project Manager

CAREER TIMELINE



Senior Project Manager | Asst. Operations Head

Showtech Productions | Everafter Events
October 2021 - March 2023

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

Photographer cum Editor

Vyu Studios | Kingdom of Bahrain
April 2018 - June 2021

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

Photographer

Freelance | Manila, Philippines
April 2015 - May 2018

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

Social Media Specialist

Ivory Music Corporation | Manila, Philippines
March 2017 - March 2018

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

Events and Social Media Manager

ABS-CBN Corporation | Manila, Philippines
January 2015 - January 2017

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

