

Queency Candasa

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Nasugbu, Batangas

Summary

BSBA Marketing Management student with hands-on experience in influencer marketing, consumer insights, and social media content. Created engaging TikTok content to boost brand visibility and campaign results. Brings strong analytical, organizational, and creative skills to support marketing teams.

Experience

Content Creator TikTok	May 2025 - Present
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- Grows and engages a community of 7,000+ followers through beauty, lifestyle, and product-focused content.
- Produces 2–3 high-quality videos per week, consistently reaching 1,000–2,000 views per post.
- Completed 16 successful brand collaborations, delivering on-brand and trend-aligned sponsored content.
- Uses TikTok insights to refine posting strategy, resulting in improved engagement and audience retention.
- Engaged with the audience through comments, messages, and community-building initiatives.

Influencer Marketing Intern Sace Lady – Pasig City, Philippines	May 2025 - Jul 2025
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- Successfully onboarded 50+ nano–micro influencers and coordinated 300+ TikTok videos for monthly PR campaigns.
- Earned incentives for onboarding high-performing creators who delivered strong engagement and contributed to Yellow Basket sales.
- Managed creator scouting, product seeding, deadlines, and daily communication to ensure 100+ videos per campaign.
- Maintained organized tracking using Google Sheets and submitted daily progress reports to support campaign performance.

Education

BSBA - Marketing Management Batangas State University TNEU ARASOF – Nasugbu, Batangas	2022 - Present
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Senior High School – ABM Immaculate Conception College of Balayan, Inc. – Balayan, Batangas	2020 - 2022
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Junior High School Nasugbu Christian Faith Academy – Nasugbu, Batangas	2016 - 2020
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Certificates

Certified Marketing Management Specialist (CMMS) Center for Professional Advancement and Continuing Education, Inc.	November 15, 2025
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Skills

- Influencer Marketing & KOL Coordination
- Social Media Management (Facebook, Instagram, TikTok)
- Content Creation & Video Editing (Capcut, Canva)
- Consumer Behavior & Market Research Insights
- Basic Digital Marketing Strategies
- Social Media Analytics & Reporting
- Community Engagement & Audience Growth