



LG CARESS LOFRANCO

Account Executive / Virtual Assistant

Contact

Phone

+63 950-193-5861

Email

lgcaresslofranco@gmail.com

Address

Bamban, Tarlac, Philippines

Education

Bachelor of Arts in Communication

Tarlac State University

2020 - 2024

Graduated with Latin Honors

MAGNA CUM LAUDE

Skills

- Effective Communication
- Creative Skills (editing, writing, layout & designs etc.,)
- Sales Strategies
- Digital Marketing
- Customer Service
- Leadership
- Team Collaboration
- Negotiation Skills
- Problem-Solving
- Time Management
- Presentation Skills
- Project Management
- Critical Thinking

Language

- Filipino - Proficient
- English - Proficient

About Me

A results-driven and detail-oriented professional with a Bachelor of Arts in Communication, graduated Magna Cum Laude from Tarlac State University. My strong academic foundation is complemented by practical experience in client relations, strategic marketing, and communication management. Currently, I work as an Account Executive at Estancia de Lorenzo, where I handle brand promotions, business development, and client engagement.

Previously, I held multiple roles at Love Radio Tarlac as a Radio DJ, Creative Head, and Account Executive, which strengthened my skills in content creation, public speaking, campaign development, and social media strategy. I am passionate about delivering meaningful results through well-executed marketing initiatives and effective communication. With a blend of creativity, strategic thinking, and professionalism, I aim to contribute value to every project and team I work with in any field or service.

Professional Experience

2024

Current

Account Executive - Operations

Estnacia de Lorenzo, Inc.

- Manages client accounts, providing customized solutions and maintaining consistent communication to ensure client's satisfaction
- Prepares detailed proposals, partnership decks, and progress reports to support sales and business development efforts
- Collaborates across departments to streamline operations and meet project deadlines efficiently
- Plans and executes targeted marketing strategies to promote brand visibility and increase client engagement
- Oversees event coordination, ensuring seamless execution of corporate and promotional activities

2023

2024

Radio DJ - Creative Head - Account Executive

Love Radio Tarlac

- Created and delivered engaging on-air content, showcasing strong communication and audience engagement skills
- Led campaign development for radio and digital platforms, aligning creative concepts with client objectives
- Managed social media accounts, producing relevant and timely content that enhanced brand presence and online reach
- Served as point of contact for advertising clients, facilitating promotional strategies and delivering client-focused solutions
- Coordinated logistics for on-ground activations and events, ensuring alignment with marketing goals and timelines

References

Michael John Hipolito

Love Radio Tarlac

Station Manager

Phone: +63 995-349-7747

Email: mhackhipolito@gmail.com

Edgardo Duenas

Estancia de Lorenzo - Tarlac

Operations Manager

Phone: +63 918-505-4737

Email: edgardo.duenas@edl.com.ph