

# Robert P. Anlocotan, Jr.

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## WORK EXPERIENCE

### CrowdCrux Digital Marketing

Junior Project Manager

Remote, United States

December 2024 - June 2025

- Led the creation and optimization of ad copy and visual content for 20+ crowdfunding campaigns across Kickstarter and Indiegogo, aligning messaging with brand strategy and increasing campaign readiness speed by 25% through strategic use of AI tools and collaborative workflows.
- Designed and deployed marketing assets via Canva for Meta Ads and landing pages, supported campaign planning and performance tracking, and facilitated cross-functional coordination to streamline client onboarding and reduce content turnaround time by 20%.

### CastleKeep Holdings, Inc.

Human Resources Intern

Lapu-Lapu City, Cebu

September 2024 - December 2024

- Managed loan monitoring systems, processed HMO billings, conducted job leveling assessments, and performed net take-home pay computations, ensuring accurate data encoding and timely submission of consolidated reports for management review.
- Assisted in recruitment and onboarding by posting job openings, coordinating interview schedules, organizing applicant data, and supporting office events, demonstrating strong organizational, clerical, and people skills while contributing to a streamlined and efficient HR workflow.

### The Asia Foundation

Project Coordinator

Cebu City, Cebu

February 2023 – September 2024

- Supported administrative and project coordination tasks for a Regional Capacity Development Training program, enhancing leadership and competency skills for 60 outstanding young leaders in Central and Eastern Visayas. Managed schedules, organized documentation, and facilitated logistics, contributing to seamless event execution and improved regional leadership capabilities.
- Led clerical support and organizational efforts in coordinating Local Youth Assemblies for 150+ youth delegates, ensuring smooth communications, record-keeping, and on-ground operations.

## EDUCATION

### University of San Carlos | School of Arts and Sciences

Bachelor of Science in Psychology

Talamban, Cebu City

August 2020 – June 2024

## MULTISECTORAL ENGAGEMENTS

### ASEAN Foundation

Philippine Delegate

Jakarta, Indonesia

September 2024

- Represented the Philippines as one of 39 delegates across ASEAN, Timor-Leste, and Australia in the ASEAN Foundation Model ASEAN Meeting Plus Australia 2024, participating in a week-long series of high-level meetings.
- Led discussions as Senior Official for the ASEAN Socio-Cultural Community and Minister for the ASEAN Political-Security Community, contributing to the chairman's draft statement for policy development between ASEAN and Australia.

### Australian National University

Philippine Student Delegate to Australia

Canberra, Australia

June 2023

- Represented the Philippines as one of 50 global delegates at Asia Pacific Week 2023, enhancing cross-cultural understanding and regional networking, and strengthening international relationships.
- Fostered bilateral collaboration and knowledge exchange by connecting with professionals and students at networking events and cultural workshops, resulting in valuable insights and expanded professional networks.

## SKILLS

**Skills:** Administrative & Clerical Support, Virtual Assistance, Leadership Development, Project Management, Organizational, Communication, and Research & Development

**Tools:** Google Workspace, Microsoft Office, Canva, Adobe Photoshop, Meta Business Suite, Asana, & Notion