

VEIN MEINARD S. TOMAS, CSSWB, CMMS

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PROFESSIONAL SUMMARY

A proactive student-leader who possesses entry-level digital marketing skills with practical experience in social media content management, basic design production, and coordinating project tasks for academic and organizational initiatives. Demonstrates strong written communication, adaptability, and ability to manage deadlines in fast-paced environments. Committed to supporting marketing and operational functions with organized, accurate, and well-executed work.

CORE SKILLS

- Calendar and Schedule Management
- Social Media Content Planning and Strategy
- Content Creation and Copywriting
- Platform Management and Scheduling Tools
- Analytics and Performance Tracking
- Communication and Client Coordination
- Project and Task Management
- Technical Adaptability

TECH PROFECIENCY

AI Tools: ChatGPT, Grammarly, Canva AI, Gemini, Higgsfield AI, Grok Imagine

Productivity: Google Workspace (Docs, Sheets, Slides, Drive), Microsoft 365

Communication: Zoom, Google Meet, Discord, WhatsApp, Viber, Telegram

Design/Social Media: Canva, CapCut, Meta Business Suite, TikTok, Pinterest, OBS Studio

Project Management: Notion, Trello

PROFESSIONAL EXPERIENCES

CREATIVES INTERN / CONTENT & AI MULTIMEDIA ARTIST

JANUARY - APRIL 2026

Stream Nation Philippines Inc. - ByFina Beauty

- Developed creative, goal-aligned content and structured frameworks, including tables of contents, to improve organization, clarity, and strategic messaging across digital platforms.
- Operated OBS Studio for live selling, stream setup, and basic troubleshooting for multi-platform broadcasts.
- Created AI-driven visuals and marketing materials to boost campaign efficiency, creativity, and digital presence.

HEAD & CREATIVES CO-HEAD FOR VIDEO

OCTOBER - NOVEMBER 2025

College of Business Education and Accountancy | City of Malolos, Bulacan

- Directed end-to-end video marketing production aligned with institutional branding goals.
- Produced high-impact promotional videos that increased visibility and audience reach for accreditation.
- Managed creative teams, ensuring consistency in messaging and visual storytelling.

GRAPHIC DESIGNER

APRIL - MAY 2025

3 Brothers Sizzling and Ihaw-Ihaw | Apalit, Pampanga

- Designed marketing collaterals that strengthened brand identity and improved customer engagement.
- Produced print-ready promotional materials and translated brand messaging into visually compelling content.
- Collaborated with stakeholders to revise and optimize designs based on campaign needs.

SOCIAL MEDIA SALES SPECIALIST

FEBRUARY - APRIL 2025

QPOP Online Shop | City of Malolos, Bulacan

- Increased followers from 4.6K to 5.1K through targeted content and ads.
- Generated ₱2,000+ sales in one hour via live selling strategies.
- Analyzed performance metrics to optimize content strategy.

PROJECT TEAM COORDINATOR & CREATIVES HEAD

AUGUST - DECEMBER 2024

PB Manufacturing | Plaridel, Bulacan

- Led marketing campaigns for product launches and promotions.
- Managed Facebook and TikTok accounts, exceeding engagement targets.
- Produced multimedia content, coordinated shoots, and ensured timely campaign delivery.

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT	2022 - 2026
Bulacan State University - Main Campus	
Relevant Coursework: Business Communication, Human Resource Management, International Business and Trade, Strategic Management, E-Commerce, International Marketing, and Advertising	

CERTIFICATION AND DISTINCTION

CERTIFIED MARKETING MANAGEMENT SPECIALIST	DECEMBER 2025
Center for Professional Advancement and Continuing Education [CPACE]	
CERTIFIED SIX SIGMA WHITE BELT	NOVEMBER 2025
Ask Lex Academy	
PRESIDENT'S LISTER [GPA: 1.19]	A.Y. 2024 - 2026
Bulacan State University City of Malolos, Bulacan	