

MIKEE J. LACHICA

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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, ANNEBERG SCHOOL — *Master of Communication Management Candidate*
UNIVERSITY OF CALIFORNIA, LOS ANGELES — *Bachelor of Arts in Anthropology*

Sept 2020 - Present
Sept 2016 - Jun 2020

EXPERIENCES

POPSUGAR — *Social Operations Associate*

Nov 2020 - Present

POPSUGAR is an American media and technology company as part of Group Nine Media, Inc.

- Curate & upload creative assets for digital vertical such as Instagram, Pinterest, Google, and Youtube to enhance SEO & drive traffic to [website](#)
- Support various producers, managers, & directors in the development of digital marketing material to effectively reach target audience & KPI
- Pitch creative and strategic content brainstorm ideas to refresh Instagram verticals such as fitness, beauty, home, and entertainment
- Formulate scripts containing copy, asset, and direction to deliver design requests for Instagram and Web Stories
- Track and analyze data from various platforms and offer insight to improve and strengthen social media presence and content engagement

TAGALOG KIDS+ — *Director of Operations and Communication & Curriculum Specialist (Present) Lead Instructor (2018)*

Mar 2018 - Present

Tagalog Kids+ is a Filipino non-profit organization that aims to teach language, history, and culture to the next generation

- Manage and onboard a growing team of 11 Language Instructors to help them familiarize with the curriculum and organization workflow
- Work with 3 Curriculum Specialists to devise a 6-week lesson plan to cater to multiple age groups and language experiences
- Communicate with students and parents regarding logistical issues to ensure timely and effective delivery of requests
- Advise and work with the Social Media Coordinator to improve engagement and content featured on Facebook and Instagram
- Form recommendations based on analytics on student performance, retention, and enrollment rate to inform founder of organization growth

HER CAMPUS MEDIA — *UCLA President & Campus Correspondent (2020), Design & Logistics Director (2019), Designer (2018)*

Dec 2017 - Jun 2020

Her Campus is the #1 multimedia magazine for college women with over 15 million unique monthly visitors and over 380+ chapters

- Manage a staff of 70 women in public relations, marketing, events, design, and social media teams to create content and promote Her Campus
- Increase our engagement and following on social media by more than 1,500 followers under my leadership
- Develop digital marketing content and strategies for brands such as Diet Coke, Innis Free, and Apple Pay to execute campus activations
- Correspond with Her Campus National Headquarters to ensure all journalism and media requirements are met each week
- Execute weekly meetings to organize team responsibilities, host workshops on professional development, & other industry skills

PARAMOUNT PICTURES — *Home Media Distribution International Marketing Intern*

Jan 2020 - May 2020

Paramount Pictures Corporation is an American film studio that is a subsidiary of ViacomCBS

- Process digital bundle requests from local International Digital Marketing teams to deliver to key global transactional retailers such as iTunes
- Work with Product Fulfillment and Creative Services to ensure digital bundle asset creation & iTunes store ingestion occur in a timely manner
- Contribute ideas in gaining & retaining subscribers to help maintain Paramount branded YouTube channels for various international markets
- Assist in researching and analyzing competitive pricing to inform of strategy trends for global digital retailers through presentation decks

FOX CORPORATION — *Consumer Marketing Intern*

Sept 2019 - Nov 2019

FOX Corporation produces content for some of the world's leading brands, including FOX News, FOX Sports, the FOX Network, and the FOX TV Stations

- Support Fox Sports Editorial team daily with building and perform quality assurance for the FOX Sports email newsletter in Salesforce
- Perform market research and analysis on the competitive landscape on sports and television networks to inform CRM strategy
- Assist Marketing Operations team with creating push notifications & marketing banners for the MLB World Series, NFL, and series premieres
- Develop onboarding communications in Localytics to drive engagement for app subscribers on FOX Nation, FOX NOW, and FOX Sports

UCLA DEPARTMENT OF COMMUNICATION — *Service Marketing Specialist*

Dec 2017 - Dec 2019

UCLA Department of Communication is home to one of the most sought-after majors at UCLA and the nationally ranked Debate Union & Bruin Ad Team

- Provide marketing & event-planning support to ensure operational efficiency of programs such as tournaments, conferences, and banquet
- Conduct research on the UCLA Debate Union alumni network to garner support and strengthen alumni relations for future key partnerships
- Perform day-to-day marketing tasks such as tracking and organizing information, copywriting and editing to ensure daily operations efficiency

SKILLS

INDUSTRY KNOWLEDGE — *Promotional Skills, Brand/Digital/Social Media/Event/Field Marketing, Event Planning, Project Management, Networking, Consumer Insights and Analytics, Scheduling, Strategy, Market Research, and Analysis*

TOOLS AND TECHNOLOGIES — *Adobe Creative Suite, Microsoft Office, iWork, Google Drive, Facebook, Instagram, Twitter, Youtube, Pinterest, Tik Tok, Trello, Slack, Hootsuite, Localytics, Salesforce Marketing Cloud, Dash Hudson, Editorial Calendar, Newsroom AI, and [Google Analytics](#)*

INTERPERSONAL SKILLS — *Public Speaking, Community Engagement, Community Outreach, Leadership, Organizational, and Presentation*

OTHER — *Fluent in Tagalog, "10 Inspiring UCLA Students Set to Change the World", Dean's Honor List, Chancellor's Service & Leadership Award Recipient*