Yuan Maru A. Estabillo

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Passionate and innovative student with a strong interest in visual storytelling, branding, and creative content development. Experienced in designing promotional materials, social media assets, presentations, and marketing content using Canva, Photoshop, Illustrator, DaVinci Resolve, and Blender. Skilled in transforming concepts into visually appealing and audience-focused creatives while maintaining brand consistency. Strong collaborator with experience managing creative projects, social media materials, and promotional campaigns in academic and organizational settings.

EDUCATION

NATIONAL UNIVERSITY - MANILA — Sampaloc, Manila, Philippines
Bachelor of Science in Information Technology — Expected Graduation: 2027
with specialization in Multimedia Arts and Animation — 2023 – Present

- CGWA: 3.79/4.0

TECHNICAL SKILLS

Graphic Design: Adobe Photoshop, Adobe Illustrator, Canva | **Video Editing**: DaVinci Resolve, Capcut
Other: Social Media Management, Event Production, Project Leadership, Digital Marketing, Content Planning

CREATIVE & LEADERSHIP EXPERIENCE

NU COLLEGE OF COMPUTING AND INFORMATION TECHNOLOGIES - STUDENT COUNCIL — National University - Manila, Jul 2025 – Jun 2026
Director for Partnerships and Sponsorships

- Secured almost ₱20,000 in combined cash and in-kind sponsorship value from 5 external brands for the first event.
- Oversee partnerships and sponsorships, from negotiation to execution, ensuring alignment with event goals.
- Directed the visual integration of sponsor branding and logos across event creative assets (stage design, print, and digital).

AWS LEARNING CLUB - LEGARDA — Sampaloc, Manila
Associate Creatives Officer — Aug 2025 – Feb 2026

- Developed and executed marketing and promotional materials, digital content, and event visuals.
- Assisted in concept development, layout design, and strengthening brand identity across platforms.

NU WIZARDS CIRCLE — National University - Manila
Creatives, House of Cybersecurity and Infrastructure — Sep 2025 – Jun 2026

- Led the creative division of the House of Cybersecurity and Infrastructure, overseeing all visual branding, design, and promotional materials for house events.
- Managed the creation of graphics and multimedia outputs for campaigns and presentations.
- Drove content strategy and design execution, generating 34.1K organic views and a 1.4K% increase in total views in the first two months.
- Produced core visual content (including 16 photos and 1 reel) that achieved 827 total content interactions and boosted 3-second views by 2.2K%.

JUNIOR BLOCKCHAIN EDUCATION CONSORTIUM OF THE PHILIPPINES – NU PHILIPPINES — National University - Manila, Jan 2025 – Jun 2025
Marketing/Creatives Spearhead

- Designed, produced, and distributed all promotional materials for social media platforms.
- Directed content strategy and design, generating 92.8K organic views and 3.5K content interactions in a 6-month period.
- Created and managed all promotional materials (79 photos, 6 reels), increasing 3-second video views by 829.2% and 1-minute views by 100%.

NATIONAL UNIVERSITY CENTRAL STUDENT GOVERNMENT — National University - Manila
Associate Director for Creatives — Mar 2024 – Jun 2025

- Directed the artistic and visual execution for 10+ major university events.
- Led the creative team in stage design, production, and construction of set pieces and event props.
- Created visually captivating environments that reflected event concepts and branding.

ADDITIONAL EXPERIENCE

LAYMAN'S CAFE — 53 Dragon St., San Roque, Marikina City
Ticketing and Admissions Staff, Johnoy Danao Live — July 2025

- Developed and implemented the ticketing system used for attendee registration and verification.
- Ensured accurate data tracking and efficient admission processes.
- Developed and managed the ticketing system for a high-demand, two-session event (Total Capacity 100) that sold out both sessions.
- Managed efficient entry flow and accurate data tracking, achieving a high 89% total check-in rate (89 of 100 total attendees).