



Ryle Dela Cruz

Content Strategist and Brand Communication

Greater Barcelona Metropolitan Area, ES

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Languages

English (Fluent)

Tagalog (Native)

About

Experienced Curator and Digital Content Creator with expertise in luxury fashion, beauty, communication, design strategy, innovation and community engagement. Skilled in fostering inclusivity, diversity and sustainability. Fluent in English and Tagalog, adaptable to dynamic and fast-paced environments.

BRANDS WORKED WITH



Experience

● Founder

Baby Drama workwear | Jul 2022 - Mar 2025



● Founder

THE FIERCE WALKER LAB | Mar 2014 - Dec 2024

Content Production & Design Agency
Enhancing brands through creativity by cultivating strong relationships with the community.
Instigates inclusivity by empowering creativity, circularity, sustainability and tech.



● Head Of Marketing

TribuApp | Mar 2021 - Aug 2021



● Social Media Manager

Digital Influx | Oct 2020 - Nov 2020

● Social Media Manager

MR.H | Jan 2018 - Oct 2020

- Create social content to run alongside existing campaigns
- Responsible for producing creative ideas: Create and concept ideas, film, edit or design idea and prepare it in all formats and repositioning for social (Facebook, Instagram, Pinterest, LinkedIn Twitter, Snapchat, and WhatsApp).
- Consult with creatives and designers to make ideas more effective on social media channels
- Consult with creatives on latest technological innovations to enhance social concepts
- Manage company social media channels: Copywriting, designing, calendar planning, organization and paid advertising
- Work within teams or alone on new business pitches creating documentation with walk-throughs of social ideas
- Led efforts on diversifying asset library (e.g. digital/social video, GIFs, Instagram stories, memes)
- Agency projects / product launches
- Agency events, talks and demonstrations
- Behind the scenes on shoots (Art Direction and Styling)
- PR purposes and other industry articles



● Social Media Marketing Manager and Brand Executive

My30Minutes | Sep 2016 - Nov 2017

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy

for each community

Create editorial calendars and syndication schedules

- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions
- Engage in conversations and answer questions
- Create and maintain a social media editorial calendar and posting schedule
- Write, develop, and strategize online content production and scheduling
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes

● Content Writer

Blowout & Go | Jul 2016 - Sep 2016

- Writing product descriptions, brand support material etc.
- Proof reading, editing and writing content on a regular basis for building up the website including informative short articles.
- Check web pages finally before making them live.
- Attending events and exhibitions to learn more the happenings inside.
- Writing web content for websites / portals from scratch.
- Keeps up-to-date with best practices in writing for the web, social media trends, web usability, web design, and business/industry trends
- Prepare internal and external communications including announcements, press releases, analytics reports, presentations, technical documentation, sales support, etc.
- Helps develop & document procedures to manage web content



● Social Media Assistant

7-Eleven | Sep 2014 - Aug 2016

- Assisting the Creative Content Strategist in planning, developing, and implementing a social media content calendar
- Interacting with followers on all Bark social media channels
- Building brand awareness and nurture relationships through proactive engagement with publications and organizations
- Identifying social trends and use social listening tools to engage with our community
- Leverage social data analytics to optimize engagement efforts and make meaningful connections with our community
- Follow processes for requesting, creating, editing, publishing, and re-purposing content on social channels

● Style Curator/Content Creator

THE FIERCE WALKER | Feb 2014 - Aug 2016

- Focuses on the art of narrative marketing and branding as it applies to fashion and luxury
- Researching new trends, style, colors and fashion news
- Writing stories, Information and news related to fashion and luxury that can be published/broadcast through various media outlets.
- Pitching a story or show ideas which aims to deliver a good quality of story that aims to attract a wealth of readers/viewers.

● Art Director

| Mar 2013 - Aug 2016

- Making campaigns for ads and magazines
- Making mood boards and researching for inspirations to create a cohesive and well curated styling for the campaigns.
- Researching for the latest style, trends and colors for the season
- Utilizing portfolios and making a well organized filing for past and present works.
- Collaborating with the brands, designers and magazines to have a good working relationship and making good quality projects.
- Injecting my personal touch and expertise when it comes to style and fashion in order to make a well reputable styling works and ads for a certain brands or pegs
- Communicating and having a strong relationship with the make-up artist, models, agencies and photographers to have a healthy work en-

vironment.

- Researching about new fabrics, inspirations, shoots and artist to be well rounded and to update my knowledge about the latest news and updates.
- Directing in-house shoots and making sure that the whole team was aligned to make a high quality projects.
- Leading the team in order to make a well managed looks, projection and editing for the final touches
- Working behind the scene on posing, look and directing the lights and layouts for the shoot

Education & Training

- 2020 - 2021 ● **BAU, Centre Universitari d'Arts i Disseny**
Communication and Digital Content Creation,