

LADY JIZEL DE LEON

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EDUCATION

University of Portland , Portland, OR	December 2026
Bachelor of Business Administration, Marketing	GPA 4.00
• Study Abroad: Salzburg, Austria	June - August 2024
• Study Abroad: Seoul, South Korea	June - August 2026

PROFESSIONAL EXPERIENCES

Digital Marketing Intern , Sequence Me Now, Portland, OR	January 2026 – Present
- Consult on social media and brand strategy as the company repositions from genomic sequencing to clinical trials for cancer research. - Develop social content concepts and campaign ideas that make complex healthcare information approachable for patients. - Pitch strategies to leadership through creative briefs and presentations, supporting the launch of a new website and brand refresh.	

Content Marketing Intern , Shuttle Delivery, Seoul, South Korea	June 2026 – August 2026
- Produced TikTok and Instagram reels and carousels highlighting Seoul spots for English-speaking visitors. - Created a TikTok reel that earned 20,000+ likes and 15,000+ saves, one of the account's top posts. - Built a market research report on 7 competitors and 6 creators with audience and partnership strategy.	

Communications & Marketing Intern , Maui Health, Wailuku, HI	May 2025 – August 2025
- Produced 10 "Day in My Life" recruitment videos, generating 20,000+ views to support HR recruitment initiatives. - Drove social media engagement up 50% by creating platform-native content aligned with audience behaviors. - Supported planning and execution of major community events engaging 1,000+ attendees and strengthening relationships between the organizations and local communities.	

Social Media & Marketing Intern , Purple Properties LLC, Portland, OR	April 2025 – Present
- Revamped brand identity and Instagram strategy based on student lifestyle trends and audience insights, increasing followers by 24% and driving rental inquiries. - Made 500+ marketing assets that garnered an 11.46% engagement rate on Instagram (vs. 3% industry standard). - Organized and maintained marketing assets for 80+ properties to ensure consistent storytelling and brand presentation.	

Promotions Intern , University of Portland Athletics, Portland, OR	February 2025 – Present
- Contributed to marketing plans based in fan culture and student identity, supporting engagement across 20+ Division 1 athletic events. - Designed and distributed 1,000+ promotional items to boost brand visibility and enhance fan experience. - Developed social media content, helping create concepts that focused on athlete and student storytelling.	

Entrepreneur, Baker , Drizzle of Jizel, Wailuku, HI	January 2021- Present
- Turned a personal passion for baking into a digital-first business, building a community of 30,000 followers through culturally relevant content. - Achieved a 357.4% engagement rate on TikTok (avg. 108,000 likes per post, plus one video with 1M+ likes) by creating content aligned with audience trends and behaviors.	

SKILLS

<i>Software:</i>	Microsoft Excel, Microsoft Office Suite, Adobe Lightroom, Adobe Photoshop, Canva, Cap Cut, DaVinci Resolve
<i>Platforms:</i>	Instagram, TikTok, LinkedIn, Facebook