

Madriaga, Eric Cesar B.

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EDUCATION

Our Lady of Fatima University 2023 – Present

Bachelor of Science in Business Administration, Major in Marketing Management

Assembly Woman Felicita G

Bernardino Memorial Trade School 2022-2023

La Consolacion University 2021-2022

Accountancy, Business, and Management

SKILLS

Digital Marketing / Creatives

- Content Creation
- Social Media Management
- Canva - Graphic design and visual content creation
- Capcut - Basic Video editing and short-form content production

Soft Skills

- Works well with others to achieve shared objectives
- Ability to adjust to change and remain flexible in different situations
- Builds positive relationships and communicates effectively with others

AWARDS & HONORS

Dean's Lister – 1st Year, 1st Semester (SY 2023–2024)

Best Music Ad – Advert Expo 2026: mAlnstream

Best Mascot Performance – Advert Expo 2026: mAlnstream

Advert Expo Grand Champion 2026 – mAlnstream

Best Catalog – Champion (Retail Fashion Exhibit 2026)

Iconic Collection – Champion (Retail Fashion Exhibit 2026)

3rd Place – Phoenix Hackathon 2026

CERTIFICATIONS

Our Lady of Fatima University: Certificate of Participation – PHOENIX Hub Healthcare Innovation Challenge (HealthForge 2026), July 2026

Our Lady of Fatima University: Leadership Seminar 2026 ("Fuel the Flame: Leading through the Burnout") – Certificate of Participation, February 2026

Our Lady of Fatima University: Career Values and Development: Why is it Important? (Certificate of Attendance), 2026

Erudite Academy: SAP Business One End-User Course (Certificate of Completion), May 2025

PROJECTS

Retail Management: Fashion Exhibit, Our Lady of Fatima University 2026

- Led the preparation of a fashion retail exhibit by applying principles of merchandising, market presentation, and retail operations

Advert Expo: Mainstream, Our Lady of Fatima University 2026

- Managed the planning and execution as a committee and leader of the group, showcasing leadership, innovation, and strategic marketing skill

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Product Launching: Elev8, Our Lady of Fatima University 2024

- Led the development and execution of a product launch campaign during an event, demonstrating skills in branding, marketing planning, and audience engagement.

LEADERSHIP

Vice President for Internal Affairs, Fatima Junior Marketing Society S.Y. 2025-2026

- Facilitated the planning, coordination, and execution of organizational events while overseeing internal operations to ensure efficient collaboration among officers and members.

COMMUNITY INVOLVEMENT

Outreach Program: "Serving with Compassion, Leading with Responsibility" – Our Lady of Fatima University 2026

- Led the packaging of donated goods, ensuring items were properly organized, prepared, and distributed efficiently during a volunteer outreach program.

REFERENCES

Mary Ann M. Cruz, MBA

Assistant Professor III

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Mark Alfie David

CBA Faculty

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