KATE ANDRHEA B. DE LOS REYES

Quezon City, Philippines

EDUCATION

BACHELOR OF EDUCATION STUDIES **2026**

University of the Philippines

- Instructional Design and Technology
- Education Policy and Research

ORGANIZATION EXPERIENCE

ACADEMIC FACILITATORS EXECUTIVE HEAD **2025 - 2026**

UP Preschool Practitioners

- Previously served as Committee Member (2024–2025), facilitating storytelling sessions and interactive activities for children during organizational events and community engagements.
- Supervise and coordinate the work of multiple academic facilitators subcommittees (Research and Development, Creative Advocacy, and Member Engagement), ensuring alignment of messaging, project timelines, and organizational priorities.
- Lead the development of internal and external project proposals, including initiatives focused on children's rights, play-based education, and education.
- Oversee the planning and implementation of organizational events, workshops, and program activities, managing both conceptual development and operational execution.
- Facilitate internal engagement initiatives, including regular check-ins and community-building activities that support active participation among organization members.
- Design and coordinate educational workshops and discussion programs that promote discourse on children's rights, play, and education.
- Manage the planning and implementation of external initiatives and outreach events.
- Develop communication materials for organizational campaigns, including publicity captions, program messaging, and official statements addressing issues related to children's rights, play, and education.

Key Competencies:

Program and Event Coordination • Communications Management • Education & Community Engagement • Workshop Facilitation • Stakeholder Coordination • Advocacy Communication • Team Supervision • Campaign Messaging

VICE PRESIDENT FOR EXTERNALS AFFAIRS **2025 - 2026**

DevelUP

- Previously served as Committee Member (2023–2025), contributing to communications support for organizational campaigns and events.
- Lead the externals team in coordinating communication workflows between backend operations and frontend teams for consistent messaging and timely dissemination of campaign materials.
- Manage the committee's partnership pipeline, including reviewing incoming collaboration proposals and identifying strategic partnership opportunities for organizational initiatives and events.
- Initiate and develop partnerships with external institutions and organizations to expand the reach and visibility of Externals-led campaigns.
- Oversee the implementation of partnership agreements, and deliver agreed promotional and communication support across platforms.

- Track and document partner organizations' campaign participation, including the dissemination and amplification of event materials through institutional communication channels.
- Coordinate with the internals committee to align partnership commitments with event timelines, publicity schedules, and campaign objectives.

Key Competencies:

Partnership Coordination • Stakeholder Management • Campaign Coordination • Organizational Communication • Event Publicity Coordination • Team Leadership • Inter-organizational Collaboration

SECRETARIAT AFFAIRS - RESOURCE MANAGEMENT MEMBER **2024 - 2026**

UP Pre-Medical Society

- Maintained and organized the organization's member information database, supporting performance tracking, documentation, and internal evaluation processes.
- Supported the preparation of event documentation and post-activity reports, enabling knowledge sharing and institutional record-keeping.

Key Competencies:

Records Management • Organizational Knowledge Management • Database Organization

SPECIAL EVENTS TECHNICAL HEAD **2025**

UP Volunteers for Children

- Managed the technical coordination of organizational events, ensuring audiovisual, presentation, and digital materials supported program execution.
- Coordinated with event teams to align technical requirements with program flow and audience engagement activities.

Key Competencies:

Program Operations Support

ADVOCACY ENGAGEMENTS PROGRAM OFFICER **2024**

UP Volunteers for Children

- Assisted in the planning and implementation of advocacy initiatives related to organizational campaigns and public engagement activities.
- Coordinated program activities and supported outreach efforts with partner organizations and participants.
- Contributed to the execution of advocacy programs by assisting in logistics coordination, participant engagement, and activity facilitation.

Key Competencies:

Program Coordination • Advocacy Engagement

PUBLICITY MEMBER **2023**

DevelUP

- Designed visual materials and digital graphics for publicity campaigns promoting organizational events and initiatives.
- Produced creative assets used for social media promotions and event announcements.
- Developed visual materials for income-generating projects (IGPs) supporting organizational events and activities.

Key Competencies:

Graphic Design • Visual Communication • Digital Content Creation • Publicity Support • Creative Production

WORK EXPERIENCE

Goldman LawFirm Virtual/Remote

Website Analyst (Commission Based) 2024

- Conducted comprehensive website audits to analyze visitor engagement and site traffic patterns.
- Utilized advanced web crawling techniques to identify technical issues and areas for improvement.
- Provided expert recommendations on website optimizations, improving user experience and SEO performance.
- Assessed site structure, content quality, and responsiveness to enhance accessibility and performance.

Skills: Website Auditing & Performance Analysis, Web Crawling, Data Analysis & Optimization Strategies, Google Analytics & SEO Tools (e.g., Screaming Frog, SEMrush), Data-Driven Decision Making

A&B Enterprise BV Virtual/ Remote

Social Media Manager (Short Term Project) 2021

- Managed social media accounts, implementing strategies to boost online presence and engagement.
- Designed and produced compelling publicity images to enhance brand visibility.
- Performed photo editing and background removal tasks for marketing materials.
- Coordinated with the marketing team to align branding and campaign objectives.

Skills: Social Media Management & Engagement Strategies, Graphic Design & Publicity, Material Creation, Photo Editing & Background Removal, Marketing Coordination & Branding, Design (Adobe Photoshop)

Outsourced Work Virtual/ Remote

Discord Moderator 2020-2022

- Enforced server rules, handled conflicts, and facilitated smooth discussions.
- Engaged with community members to boost activity and maintain a positive online space.

Skills: Community Moderation & Engagement, Rule Enforcement & Conflict Resolution, Discord Server Management (Bots, Permissions), Moderation Tools (Discord Bots)

Voice Over Artist 2020

- Delivered high-quality recordings with clear enunciation and tone adjustment based on client needs.
- Edited and processed audio to ensure clarity and quality.
- Provided professional voice-over services.

Skills: Voice-Over Recording & Audio Editing, Voice-Over Tools (Audacity, Vocaroo)

PUP College of Science Sta. Mesa, Manila

Department Secretary Assistant Intern 2019-2020

- Processed and maintained critical departmental documents, ensuring accurate record-keeping.
- Managed the inventory of laboratory supplies and equipment, tracking stock levels and ensuring availability.
- Coordinated with vendors to procure laboratory equipment and supplies efficiently.
- Assisted in laboratory management, including preparing chemical mixtures for experiments.
- Served as a lab aide, ensuring proper setup and organization of laboratory spaces.
- Performed secretarial duties for the department assistant, handling documentation and administrative tasks.

Skills: Document Processing & Record-Keeping, Inventory & Supply Chain Management, Laboratory Equipment Handling & Maintenance, Chemical Preparation & Lab Safety Compliance, Vendor Coordination & Procurement, Administrative & Secretarial Support, Communication & Coordination, Inventory Management Systems, Standard Lab Equipment & Safety Protocols

VOLUNTEER EXPERIENCE

UNICEF U-Report 2025-2026
- Supported information drives by gathering insights that contribute to advocacy efforts and policy recommendations for children and youth.

UPCAT Helpdesk 2023-2026
- Responded to student and client inquiries with accurate, fact-based infortion in timely and courteous manner.

Ugnayan ng Pahinungod (UP and Hong Kong PolyU Partnership) May 2025
- Worked with and supported community partnership projects focused on resilience.
- Assisted in bridging communication between the university team and the partner community

Student Assistance Center for Open and Digital Teaching and Learning April 2025
- Learned and applied H5P, HTML, and web for updating course sites.
- Assisted in managing Moodle course sites including uploading learning materials and content accessibility.
- Provided technical support in maintaining course pages to enhance online learning experience.
- Created functional prototypes for learning management system components and document tracking tools to improve course management and administrative workflows.

UP Fair April 2025
- Logistics member for Kalye Tunes 2025, assisted with on-ground logistics and crowd management.
- Monitor assigned areas to provide support to attendees, and staff.
- Supported the implementation of safety protocols on site.

ACADEMIC WORK

Academic Research & Projects
- ***Education Research Methods*** December 2024
  Inheriting Struggles: How Intergenerational Poverty Limits Access to Higher Education Among Urban Poor Youth in Quezon City
- ***m-Learning (Mobile Learning)*** August 2024
  CarbErt: Stride with LC-IFCE
- ***Health Education*** May 2024
  After Dusk, Does Health Dawn in Manila? Assessing Low-Carbohydrate Intermittent Fasting Combined with Exercise Intervention Effect on Cardio-Metabolic Risk Factors in Women in Their Early 30s
- ***Assistive Learning Technologies*** May 2025
  TAPboard: Pisara ng Tapik at Tunog (Research Paper on Low-Tech Innovation)

Creative Works & Multimedia Projects 2014-Present
- Poetry & Creative Writing – Composed original literary works
- Video Editing & Animation – Created animated and multimedia content using CapCut, Animaker, and Canva.

- Digital Illustrations & Graphic Design – Designed visual assets, artwork, and layouts for various creative projects.
- Storytelling & Content Creation – Developed engaging narratives for educational and artistic projects.
- Solo Game Developer – Develop small-scale games, HTML5 as personal projects, exploring gameplay mechanics, storytelling, and interactive design.