

# IKERA OLANDESCA

7024 Slayter Union, Denison University, Granville, OH 43023

olande\_k1@denison.edu • +1 (740) 405-0145 • [ikeraolandesca.com](http://ikeraolandesca.com) • [linkedin.com/in/ikera-olandesca-b3847a137/](https://www.linkedin.com/in/ikera-olandesca-b3847a137/)

## EDUCATION

**Denison University**, Granville, OH

Class of 2026

*Bachelor of Arts, Communication & Theatre, GPA: 4.00/4.00*

## WORK EXPERIENCE

**Little Me Academy**, Cagayan de Oro City, Philippines

June 2021-Present

*Systems Development Director*

- Developed digital marketing strategies for traditional and alternative learning programs, resulting in a yearly 50% average increase in student enrollment
- Provided software solutions, technical support, and training to streamline administrative and academic processes for 1,500+ students and 15 faculty members
- Designed, produced, and distributed 350+ digital modules aligned with nat'l curriculum standards to facilitate inclusive education for 1,000+ students in technologically disadvantaged areas

**Self-Employed**

June 2019-Present

*Poetry Writer, Performer, and Teacher*

- Utilized various publishing and social platforms to self-publish, advertise, and distribute 2 books of original poetry to over 300 readers
- Presented and performed at numerous esteemed venues including Stanford University, the 40th Manila International Book Fair, the 2019 Overseas Filipinos Summit, and the 2019 Global Authors' Summit
- Conducted poetry workshops for more than 1000 students and professionals in various organizations and schools

**Denison Consulting**, Granville, Ohio, USA

Sep 2022-May 2023

*Senior Consultant*

- Set scope and provided marketing recommendations for a group of Grammy-winning musicians and a 72-year-running performing arts organization
- Conducts comprehensive industry research, employing data analysis and competitor interviews to identify trends and potential areas for differentiation
- Collaborates with team members to synthesize findings, deliver presentations, and develop guidebooks for actionable recommendations

## LEADERSHIP AND INVOLVEMENT

**Denison University Independent Theatre Association**, Granville, Ohio, USA

May 2023-Present

*Executive Board Member*

- Developed and executed comprehensive social media and email marketing campaigns for 7 productions, including creating posts, reels, interactive stories, and writing captions, resulting in 80 to 100% attendance for all performances
- Achieved a 35% increase in follower engagement and approximately a 10% increase in follower count through strategic social media management and engagement initiatives
- Collaborated with more than ten on-campus organizations and academic departments to promote community outreach and increase publicity
- Worked closely with student directors, actors, and other artists to create personalized marketing material tailored to each production

**Exile Literary Magazine**, Granville, Ohio, USA

Sep 2022-Present

*Editor-In-Chief*

- Executed social media marketing campaigns resulting in a 100% increase in student art and writing submissions
- Empowered and led a dedicated team of over 30 editors, coordinating both physical and digital marketing efforts to enhance the magazine's presence and engagement within the literary community
- Created a surplus of submissions, prompting the decision to produce two issues instead of one per year

**Toastmasters International District 75**, Cagayan de Oro City, Philippines

Jan 2021-May 2021

*District Convention Technology and Marketing Chair*

- Authored and distributed a biweekly e-newsletter for 890 participants across the Philippines to build excitement, strengthen community, and provide information before and during the national convention
- Authored and distributed a top-quality e-magazine as the event souvenir, which earned recognition from regional leaders of Toastmasters International