

STARA PAREDES

Multimedia Artist

+63 9457991222

Manila, Philippines

hello@staraparedes.com

EDUCATION

2009

De La Salle-College of Saint Benilde

Graduated with a Bachelor in
Multimedia Arts

SKILLS

Graphic Design	<div style="width: 90%;"></div>
Video Editing	<div style="width: 85%;"></div>
Website Design	<div style="width: 80%;"></div>
Social Media	<div style="width: 95%;"></div>
Branding	<div style="width: 90%;"></div>
Ad Strategy	<div style="width: 85%;"></div>

Apps & Software

- Adobe Creative Suite (all apps)
- Canva
- Figma
- MailChimp, Klaviyo
- Asana, ClickUp, Trello, Monday
- Veed, Descript
- Filmora, Frame.io



Stara is a noteworthy and aspiring Multimedia Artist, Art Director, Social Media Manager, and Team Leader.

Her skill set is both versatile and adaptable, reflecting her strong commitment to achieving shared success with her clients.

WORK EXPERIENCE

2019-2024

Freelance Multimedia & Social Media work

Engaged in freelance endeavors encompassing graphic and web design, video editing, and social media management for various online brands.

Crafted marketing materials for digital and print platforms, encompassing social media advertisements.

- Mabane Media (ad agency)
- Yellow Brick Media (events agency)
- Stem Kids (toy brand)
- Solarex Film Ph (local solar film brand)
- Perfect Peach Athletics (fitness brand)
- AWAS Australia (alcohol brand)
- Rev Aesthetics (aesthetic clinic)
- Chalkola (art brand)

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WORK EXPERIENCE

2017-2018

The Palace Manila Art Director

Held a full-time position as an Art Director and Digital Marketing Manager at Palace, overseeing brands such as Revel, Xylo, Yes Please, and more.

- Grew several social media pages like @thepalacemanila, @xylomanila, @theislandph, @bad.ph, @escapetothepalace on facebook and instagram through creative posts, and digital marketing.
- Created graphics, videos, and animation for their Social Media Pages and Offline Advertisements
- Art directed shoots and video production
- Created storyboards
- Created ads and marketing strategies

2015-2017

Freelance Work

Engaged in freelance projects with local brands while still attending school.

- Summit Media (magazine company)
- Juxtapose (ad agency)
- Megaworld (real estate company)
- Hernandez Group of Companies (real estate)

2013-2015

Events

- Ambassador for Hydro Manila (2015)
- Bigfish Manila's Ambassador (2013-2014)
- Promoted for Club Haze Manila (2013-2014)
- Did minor promotions at Plato Bar, PH
- Hosted two events in Urbn QC

Leadership

- Won 3 Championships for DLS-CSB.
- Appointed Co-Captain for the squad 2013-2014.
- 4-Peat National Champion in cheerleading, All-Girls Division.
- Coached CSR Makati's PEP Squad.
- Coached a team from Pump Up The Animo 6 (PUTA 6).
- Coached La Salle traditions, liftings, and gymnastics at One La Salle Cheercamp (April 24-27, 2013).

Additional information

- Fluent in English and Tagalog
- Resourceful and Flexible
- Motivated and hardworking
- Team player and has leadership skills
- Loves to research and pays attention to detail
- Organized and responsible
- Take criticisms well
- Fast learner
- Easy to get along with
- Experienced in Social Media and Digital Marketing