



AJ BUQUID

A brand creative strategist with experience in ATL, Publishing, Events and Social.

SENIOR ACCOUNT MANAGER
THE INTERNAUT

FEB 2022 TO PRESENT

Consults with global and local brands on marketing communications through social, pr, and activations.

KEY BRANDS: TOMS, ARDENE, LC WAIKIKI, CAFÉ KITSUNÉ, PRIVATE COLLECTION, RITUALS COSMETICS, CONTRAST

ACCOLADES

BACHELOR OF COMMUNICATIONS 2016

PENELOPE'S ABU DHABI: FAVORITE FRENCH RESTAURANT 2023

SINNERS DUBAI: BEST SPEAKEASY 2022

LA CARNITA DUBAI: HIGHLY COMMENDED BRUNCH PARTY 2022

BEST IN CREATIVE USE OF MEDIA SHORTLISTED 2019

BEST IN 6-SECOND STORYTELLING 2018

RANK 51 COPYWRITER PH 2018

FACT MAGAZINE 2023

TIMEOUT DUBAI 2022

TIMEOUT DUBAI 2022

KIDLAT AWARDS 2019

YOUTUBE AWARDS 2018

ADOBO 2018

SOCIAL ACCOUNT MANAGER
DIGITALFARM

NOV 2019 TO FEB 2022

Developed social media strategies for both private and government accounts in Abu Dhabi.

KEY BRANDS: ETIHAD ARENA, YASALAM, IMAGE NATION, ABU DHABI FILM COMMISSION, ABU DHABI GAMING

CONTENT WRITER

JULY 2019 TO OCT 2019

GREEN PARK CONTENT

Created editorial calendars, articles and opportunities for Unilever hair products.

KEY BRANDS: TRESEMMÉ, SUNSILK, CREAMSILK, DOVE, LOVE BEAUTY AND PLANET, NEXXUS, SUAVE, BHS, TIGI

COPYWRITER CREATIVE
TBWA\SMP

JAN 2017 TO JULY 2019

Developed 360-degree campaigns for global and local brands.

KEY BRANDS: NISSAN, MCDONALD'S, BENCH, OISHI, AYALA MALLS, AYALA LAND, SMART TELCO, BALLET PHILIPPINES

COPYWRITER CREATIVE
RAKA

JUN 2016 TO DEC 2016

Produced copy for global and local pharmaceutical and medical brands.

KEY BRANDS: ABBOT, MENARINI, UNITED LABORATORIES, GSK, NOVARTIS, PFIZER, BAYER

SKILLS

BRAND STRATEGY, COPYWRITING, GRAPHIC DESIGN, SOCIAL MEDIA MANAGEMENT, CLIENT MANAGEMENT

INDUSTRIES

FASHION, FOOD & BEVERAGE, HOSPITALITY, AUTOMOTIVE, WELLNESS & HEALTHCARE, BEAUTY, EVENTS & ENTERTAINMENT

TOOLS

ANALYTICS TOOLS, META BUSINESS SUITE, GOOGLE SUITE & ADS, ADOBE SUITE, CANVA, FINAL CUT, MICROSOFT SUITE

SAMPLE WORK
AJBUQUID.COM

