



# Rochelle Kapangyarihan

## COMMUNICATIONS SPECIALIST

### CONTACT

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### EDUCATION

#### Tourism Hospitality Management and Event Planning, Diploma

Humber Polytechnic • September 2015 - June 2017

#### Media Communications, Diploma

Humber Polytechnic • September 2024 - Present

### SKILLS

Media & Visual Communication

Brand Messaging & Storytelling

Event Promotion & Coordination

Digital & Social Media Support

Client Relation & Professional Communication

### ACHIEVEMENTS

Dean's List - 2025

### PERSONAL PROFILE

With over six years of customer service experience, I have a strong foundation in communication, relationship-building, and brand representation. I am detail oriented, adaptable, and collaborative, with a growing focus on media communications, storytelling, and supporting meaningful brand experiences.

### EXPERIENCE

#### Student - Media Communications

September 2024 - Present

Developed skills using Adobe Creative Suites including Photoshop, Dreamweaver and Illustrator

Created digital content and graphics for academic and personal projects

#### Stylist - Banana Republic, Toronto

June 2025 - Present

Provided brand education and guided customers through digital and in-store experiences, enhancing communication and marketing skills.

Supported customer experience operations with professionalism, accuracy and attention to detail.

Researching fashion trends, influencer, and cultural references to support brand positioning and storytelling.

#### Seasonal Stylist - Mejuri, Toronto

October 2024 - January 2025

Provided brand education and guided customers through digital and in-store experiences, enhancing communication and marketing skills.

Achieve sales goals and performance targets.

Handle client transactions with accuracy and efficiency.

#### Service Experience Representative - Nordstrom, Toronto

October 2021 - June 2023

Represented a luxury brand in client facing environment, delivering consistent brand messaging and elevated customer experience.

Communicated product knowledge clearly and effectively to support customer engagement, trust, and brand loyalty.

Supported curated shopping experiences alongside the Personal Stylist team, incorporating brand storytelling and client personalization.

#### Assistant Event Planner - First Stage Enterprises

January 2020 - April 2021

Marketed corporate events for companies such as the Registered Nurses' Association of Ontario and Life Sciences Ontario via MailChimp and Twitter (X).

Assisted in planning and coordinating event logistics, including venue setup and branding.

Designed promotional materials and digital assets for event marketing.