



## Contact

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# EUGENE AQUINO

## Education

**Visayas State University —  
Bachelor of Science in  
Agribusiness** 2020 – 2025  
**Baybay City Senior High School  
— Accountancy, Business &  
Management (ABM)** 2018 – 2020  
With Honors  
**Baybay National High School —  
Junior High School** 2014 – 2018  
With Honors  
**Baybay I Central School —  
Elementary** 2008 – 2014

## Relevant Experience & Internship

**Business Development Intern —  
Herbanext Laboratories, Inc. —  
2025**

Assisted laboratory staff with routine sample preparation, basic quality control tests, and documentation of lab procedures.

Gained hands-on exposure to agri-product processing workflows and product formulation testing.

Supported small-scale trials for powder and dried-fruit preparations and contributed to data collection and analysis for feasibility assessments.

## Case Competitions & Challenges

Youth Leaders in Agribusiness Congress (YLAC) — 1st Place

## Selected Projects & Research

### Research

- **Factors Affecting Youth Participation in Agriculture** — A mixed-methods study examining socio-economic, educational, and perception-related factors that influence youth engagement in agricultural activities; included survey data collection and stakeholder interviews.

### Feasibility Studies & Project Work

- **Feasibility Study of Freeze-Dried Fruits (Jackfruit and Banana) in Baybay City, Leyte** — Market analysis, raw-material availability assessment, processing-cost estimates, proposed processing flow, and basic financial projections.
- **Feasibility Study on a Common Service Facility for Local Farmers of Negros** — Needs assessment for shared equipment, cost-sharing models, projected utilization rates, and governance recommendations.
- **Feasibility Study on Utilisation of Surplus Vegetables of Canlaon City for Spray-Dried Products** — Technical evaluation of vegetable selection, drying and powdering options, value-chain considerations, and preliminary cost analysis.
- **Feasibility Study on Seedling Production for Local Farmers in Bago City, Negros Occidental** — Production planning, seedling varieties assessment, cost of production, and market linkage strategies.

## Professional Skills

- **Content Creation & Social Media (Proficient)**  
Regularly creates visual and written content for social media using Canva; able to write clear, engaging copy for Facebook/Instagram posts and basic short-form video scripts. Experience pitching a Business Model Canvas at a DTI seminar where he prepared presentation materials and social media-ready visuals.
- **Campaign & Paid Media (Familiar / Introductory)**  
Has basic, practical familiarity with planning social campaigns and setting up ad objectives; understands audience targeting concepts and budget allocation from

## IIBD International Case Study Competition — Participant

Young Farmers Challenge  
(Intercollegiate) —Regional  
Champion, National Finalist

workshop exercises and competition projects, but limited hands-on experience running large-scale paid campaigns.

- **Analytics & Reporting (Working knowledge)** Able to track campaign performance using Excel/Google Sheets and create simple reports. Introductory exposure to Google Analytics and SPSS during coursework and internship; can extract basic insights and prepare KPI summaries with guidance.
- **Design & Multimedia (Basic to Working knowledge)** Proficient with Canva for posters and social visuals; basic skills in Adobe Photoshop for image edits and CapCut/Premiere Rush for short video edits — suitable for producing social-friendly content and promotional snippets.
- **SEO, Web & E-commerce (Basic)** Understands on-page SEO basics and keyword ideas from coursework; can perform simple WordPress content updates and support e-commerce listings with supervision.
- **Email Marketing & CRM (Familiar)** Familiar with email campaign concepts and lead-capture funnels (Mailchimp basics) from workshops and project work; can support segmentation and draft email templates.
- **Data & Research (Working knowledge)** Experience conducting field surveys and feasibility studies (market analyses, data collection, basic statistical summaries) — able to transform primary data into straightforward recommendations and presentations.
- **Project Management & Communication (Strong)** Proven ability to lead small teams (student org secretary and project leads), manage timelines, and coordinate stakeholders. Strong written and oral communication demonstrated through case competitions, presentations, and community engagement

## Leadership

- **Society of Agribusiness Students — Secretary**
- SY 2023 – 2024, SY 2024 – 2025

Assisted in planning and organizing society programs and events; supported the president in coordination and documentation, Lead and spearheaded some programs and activities for the organization