How would you describe your career?
One word: unique. Being able to share my love for food with an audience as a career is far, far away from a 9-to-5 job. But the freedom to work whenever and however I please while having fun is unparalleled.

How did your CPP experience shape your social media presence/career?
My content creator journey began because of a college course. We were tasked with creating a blog, and my blog centered on my love for Filipino food. After the course ended, I decided to continue and use my newfound knowledge to expand my focus to Southern California food trends, as well as to migrate to other platforms like Instagram and YouTube.

How did you gain your large following?
When the pandemic began, I noticed that TikTok was up and coming. I started to make videos and record myself preparing food. The more I shared, the more people wanted to see. Eventually, I decided to take it to the next level and start a TikTok account. Over time, I gained a large following.

What is the key to success in your business?
Be true to who you are! Everyone has their own unique point of view and experiences that shape who they are and creates their own voice that they can share with others.

Any advice for building a social media following?
Be consistent and be the truest version of yourself. It is so easy to get lost in the numbers game, and constantly checking on likes and followers can really take a toll on your mental health! Being a content creator is exhilarating, gratifying and so much fun; don’t ever lose sight of what you’re doing and why you’re doing this.

What type of posts are most popular with your audience?
My audience loves seeing tutorials on hand-lettering and illustration. Process videos and how-to-draw posts do really well and let my audience see how I create something so they can try it. When schools shut down last year and kids had to do school from home, I taught 25 free online classes for kids and adults — it was a great experience!

What motivates you to be an influencer?
I enjoy sharing my love for art and hand lettering with others and my children. Art is my creative outlet that keeps me mentally and emotionally healthy, so the chance to help other people learn art while connecting with them is awesome!

What is the key to success in your business?
Be true to who you are! Everyone has their own unique point of view and experiences that shape who they are and creates their own voice that they can share with others.

Any advice for building a social media following?
Be genuine. Don’t be afraid to take risks and try something that seems scary because it’s new. You never know where it might take you.