

# STAR CENTRAL

DEC 2023

ONE ON ONE WITH  
MADDY MAY



2023 ACHIEVERS

Meet StarCentral's  
People of the year 2023

THE BIG REASON WHY  
SOCIAL MEDIA GAME  
STILL MATTERS

HOW TO BECOME A  
**SOCIAL  
MEDIA**  
INFLUENCER IN 7 STEPS:  
YOUR 2023 GUIDE

ONE ON ONE WITH  
*Mervyn*  
*virueda*

Marketing & Programs Manager · Parramatta Community College

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Merven Virueda

Find out more about one of the movers and shakers to watch out for in 2024



OPENING REMARKS



As we approach the end of a truly extraordinary year, I wanted to take a moment to express my deepest gratitude to each and every one of you who has contributed to the success and vibrancy of StarCentral Magazine. Our final edition for the year is a reflection of the incredible stories, achievements, and moments that have graced our pages throughout the past months. It has been a journey of inspiration, empowerment, and celebration, and none of it would have been possible without the unwavering support of our cherished readers, dedicated staff, and the incredible individuals who joined us at StarCentral Magazine's end-of-year celebration.

As we bid farewell to 2023, let's carry with us the lessons, achievements, and connections that have defined this year. May the coming year bring new opportunities, growth, and continued success for all of us. God bless you and your loved ones. Wishing you a joyous holiday season and a prosperous New Year.

Mike Ilagan  
Managing Director



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Amelia Goff  
Meet one of StarCentral Magazine's  
People of the Year for 2023



Genevieve Macabenta Pg. 18

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EDITOR'S NOTES

As we close the chapter on another incredible year, join us in celebrating the final edition of 2023 with a spotlight on the extraordinary Mervin Virueda, Parramatta Community College's Marketing and Programs Manager. Mervin's journey is a testament to the power of creativity, expertise, and unwavering dedication in the realms of marketing, sales, and entertainment.

Additionally, don't miss our exclusive coverage of StarCentral Magazine's People of the Year 2023, featuring outstanding entrepreneurs such as Genevieve Macabenta, Mark Coronel, and more. These are the movers and shakers who have left an indelible mark on their industries, inspiring us all to reach new heights.

This final edition is not only a tribute to the remarkable individuals we've featured but also a moment to express our heartfelt gratitude. Thank you to our supporters, dedicated staff, and everyone who graced StarCentral Magazine's end-of-year celebration. Your unwavering support fuels our passion for bringing you stories of success, inspiration, and empowerment.

As we look ahead to a new year filled with possibilities, we extend our warmest wishes to you and your loved ones. May the coming year bring joy, prosperity, and success beyond your wildest dreams. God bless you all, and thank you for being a part of the StarCentral Magazine community.

Grab your copy now, relive the highlights of the year, and stay tuned for more exciting stories, features, and interviews in the year to come.

Victoria Abella  
Editor-in-chief

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Elton Hollis Pg. 6



STARCENTRAL MAGAZINE'S

PEOPLE

*Of the year*



## ELTON A. HOLLIS

Elton A. Hollis, III, is a prominent figure in the business and consulting industry. As the proud owner of Hol Tech Resources, LLC, he leads a highly regarded full-service consulting firm that specializes in providing guidance and training in the areas of Safety, Quality, and Compliance. With a wealth of expertise, Elton is dedicated to assisting businesses in the Industrial, Commercial, and Small Business sectors by leveraging his impressive 26 years of experience in the Oil and Gas Construction field.

At Hol Tech, Elton offers an extensive range of services, including consulting, training, executive coaching, and comprehensive safety management and compliance solutions. His diverse skill set allows him to effectively address his client's unique needs and challenges. Throughout his illustrious career, Elton has held various positions, ranging from a Field Laborer to Executive Ownership, demonstrating his versatility and adaptability in the business world.

Elton's commitment to excellence and problem-solving prowess has earned him a stellar reputation in the Safety and Training field. He is particularly renowned for his work in collaboration with Lamar Institute of Technology, where he has contributed to Small Business training grants. Additionally, Elton is deeply passionate about supporting the success of Small Businesses. He actively engages in marketing meetings, organizes events, and delivers inspiring speeches as a mentor to foster growth and prosperity within the entrepreneurial community.

Beyond his roles in Hol Tech and his dedication to Small Business empowerment, Elton is a co-founder of the Golden Triangle Industrial Group. This group plays a vital role in promoting business growth by facilitating the exchange of project information among local companies. Moreover, Elton serves as the Vice Chairperson for the Contractors Business Development Group, where he actively advocates for the industry's best interests.

When he's not immersed in his professional endeavors, Elton finds solace and inspiration in the great outdoors. He enjoys exploring the picturesque landscapes of the Texas Hill Country through hiking trails, connecting with nature's beauty. Additionally, he cherishes quality time spent with his children and grandchild, fostering strong family bonds. Elton is also actively involved in various charitable initiatives, leveraging his platform to contribute to the betterment of his community. One notable endeavor is his collaboration with his business partner, Joe Tant, in hosting "Small Business Friday," a highly successful radio show and podcast. The show has gained immense popularity and reached a wide audience of over 3.7 million viewers across platforms like Spotify and various social media channels.



# MARK CORONEL

In the dynamic world of real estate, where expertise meets commitment, Mark Coronel stands as a shining example of excellence. As the Sales Director at Cubecorp Projects Pty Ltd, Mark brings 17 years of unparalleled experience, strategic thinking, and a genuine commitment to his clients' needs.

## A Journey of Passion and Dedication

Mark's journey in the sales industry spans almost two decades, showcasing enduring passion and dedication. His expertise covers various facets of real estate, from residential and commercial sales to project management, project marketing, and investment properties. Mark's proficiency extends to guiding first-time home sellers and investors in the realm of residential investment properties and real estate development.

## A Visionary Leader and Solution Provider

Mark Coronel is not just a sales director; he is a visionary leader who prioritizes providing solutions. His philosophy centers around understanding his client's unique needs and tailoring his services to meet them. Whether assisting clients in finding their dream homes, securing lucrative investment opportunities, or navigating the complexities of real estate transactions, Mark empowers his clients through informed decisions.

## A Track Record of Excellence

Mark's reputation as a professional, efficient, and helpful sales director is substantiated by a track record that speaks volumes. Over the past five years alone, he has successfully assisted more than 1,000 clients across Australia in achieving their real estate goals. This remarkable achievement reflects not only his expertise but also his ability to build lasting relationships based on trust and mutual success.

## Beyond Real Estate: A Mentor and Guide

Mark Coronel's multifaceted approach to life extends beyond the realm of real estate. With an unbridled passion for people, he has established himself as a mentor and guide, willingly sharing the wisdom and insights he has garnered throughout his journey. His expertise in sales is matched by his prowess in wealth creation, a skill he fervently believes in sharing with those around him.

## Mark Coronel's Legacy: A Commitment to Excellence

Mark Coronel's legacy in the real estate industry is defined by his commitment to excellence, client-centric approach, and unwavering dedication to providing solutions. With a career spanning 17 years, he has not only transformed the way real estate sales are conducted but has also extended his expertise to impact the lives of others in profound ways.



Photographed By: Tony Palliser/Studio 49





## ANDY TRIEU

Andy Trieu is a producer, host, and TikToker based in Sydney. Currently, he is the lead content creator and face for SW Health TikTok, generating over 8 million views with his daily COVID-19 TikTok updates. Andy is also a renowned voice in Australia's Asian pop culture industry, working at SBS for 8 years as a founding host of SBS PopAsia's TV, radio, podcast, and in-flight Qantas programs. He has interviewed the world's biggest Asian pop celebrities, from K-pop group BTS to 'Parasite' Oscar winner Bong Joon-ho.

SBS PopAsia reached 1.2 million social media followers and completed over 1000+ shows and was named one of the best home-grown TV shows of the decade by *Street mag The Music* in 2020. From the success of the program, Andy has worked on Triple J's *The Hack*, ABC RN, *The Drum*, *Eurovision*, *2dayFM* with Ash and Angus, *Sunrise*, *Cleo Magazine*, and *SBS News*. Andy played a lead acting role in Screen Australia and Screen NW-funded program *Street Smart*, on TEN, and Australia's first Kung fu TV series *Maximum Choppage*, on ABC.

# MADDY MAY

Maddy May, a multifaceted individual hailing from Sydney, embodies the roles of a model, entrepreneur, corporate professional, and pageant enthusiast. Her essence revolves around the principles of kindness, empowerment, and authentic self-expression, always emphasizing the importance of articulating one's truth through the lens of kindness.



Photographed By: Tony Palliser/Studio 49



Maddy's journey into the world of modeling and entrepreneurship is a testament to her dynamic spirit. Originating from Sydney, a city known for its vibrant culture, she has seamlessly woven together various facets of her identity. As a model, she graces the industry with her presence, bringing a unique blend of sophistication and charisma to the forefront.

Simultaneously, Maddy navigates the corporate realm, where her entrepreneurial endeavors flourish. Her ventures reflect not only business acumen but also a commitment to making a positive impact. Beyond the boardroom, she channels her energy into the world of pageantry, embracing the challenges and celebrations that come with it.

In every facet of her life, Maddy champions kindness as the cornerstone. For her, empowerment is not just a concept but a lived experience, and speaking one's truth is an art perfected through the lens of compassion. Through her diverse pursuits, Maddy May continues to inspire others to embrace their authenticity and make a difference with grace and kindness.

Photographed By: Tony Palliser/Studio 49





## PINA ARMENTANO

TV host and real estate specialist Pina Armentano was recently on the cover of *Hola Latinos Magazine*, and for a good reason. She has reached audiences through programs such as *Miami con Pina*, *Viva Florida TV*, and, more recently, *Viva Florida Real Estate* and *Luxury Lifestyle* online TV shows. *Viva Florida* reached more than 25,000,000 million viewers in 24 countries throughout Latin America, including the United States. In addition, it remained the number one Real Estate program in the world, promoting the most prestigious Real Estate developers from Florida, Panama, Argentina, Costa Rica, Mexico, Belize, and Uruguay through *El Entertainment Television Latin America*. She also happens to be the Real Estate editor for the prestigious South Florida magazine *Hola Latinos Magazine*. Pina's unique vision and the charisma that characterizes her have earned her an essential role in the flow of real estate information in the Latin American market.

Born in Argentina to Italian parents, Pina Armentano was raised to be proud of her heritage. She was interested in business, the arts, and creativity early on. By the end of her teens, she had developed a strong entrepreneurial spirit of independence, interested in running her own organization. She attended Loyola University in Chicago, IL, where she obtained her degree in business. After graduating, she envisioned Miami becoming the U.S. center for Latin Americans and relocated to Miami in 1994. After connecting with Eduardo Columbo, a local real estate developer, she landed a position representing his organization in Argentina as a buyer-developer liaison. In 2001, she created a real estate TV show -promoting properties in the Miami area - for the Latin American Entertainment channel, which she still manages.

Miami's real estate rock star certainly works hard to pocket monstrous commissions. She's currently in Miami, fulfilling a busy professional schedule and personally serving investors and buyers of developments in Miami. Since 1993, Pina has bet on Miami as a city in constant change and development, with an evolution that today has made it the cosmopolitan center it is. Pina has been recognized worldwide as an ambassador of the city of Miami on several occasions and has more than 20 years of experience in international real estate. She has had the opportunity to get close to different cultures in her countless travels. She has also interviewed the world's most influential real estate developers, including President Donald Trump as well as many top celebrities.







## AMELIA GOFF

Amelia Goff's fascination with skincare ingredients and skin started during her first job at a pharmacy. From an early age, she loved the feel of skincare products, their packaging, and their key ingredients. Having experienced bad skin as a teenager and acne as an adult, Amelia knows firsthand how skin conditions can impact mental and emotional health. This led her to study the skin industry for over 12 years, working as a skin therapist and skin trainer within the beauty industry. She gained knowledge of the skin's functions, different skin conditions, and how they come to be, as well as ingredients and how they benefit the skin.

Working with clients, Amelia realized they were often confused about where to start when purchasing skincare. Skincare routines were often unsustainable, complicated, and unaffordable. As a result, she was inspired to create a simple, affordable, and sustainable skincare range that could adapt to all skin needs. Her goal was to create a result-driven skincare range that nourished and strengthened the skin's barrier while using only the highest quality, naturally sourced ingredients that were trialed and tested on real skins with real concerns, providing real and true skin results. Amelia's products are free of hidden synthetic and toxic ingredients, ensuring they are safe for long-term use.

Starting Fresh Face Skin was not easy. It was a real journey with many hurdles, tears, and stress but much growth. It is what makes the success so ultra-rewarding. Amelia wanted her products to be Australian-made and owned, supporting Australian small businesses and female-run and owned businesses where possible. Female entrepreneurship is crucial to her, and she finds it inspiring to see more women claim their power and climb the professional ladder.

Amelia spent years researching and meeting with experts within the skincare field to bring her dream to life. Fresh Face Skin launched in 2017 with just three essential products. Now, six years later, with constant work, research, and development, they have a product range of twelve and plans for more.

Building a successful empire takes passion, dedication, and hard work. Amelia's passion for skincare and desire to create a sustainable, affordable, and effective skincare range led her to start Fresh Face Skin. Her dedication to using only the highest quality, naturally sourced ingredients and supporting Australian small businesses and female-run and owned businesses has contributed to her company's success. Fresh Face Skin's journey to success has been challenging, but with persistence, research, and development, they have grown their product range and continue to plan for the future.





# Genevieve

MACABENTA

Genevieve Macabenta, the proud daughter of first-generation Filipinos in Australia, has seamlessly blended her Australian upbringing with a deep respect for her Filipino heritage. Transitioning from her early school days, she seamlessly moved from being a high school academic to entering the realm of pageantry. At the age of 14, she marked her debut in the world of beauty pageants and achieved remarkable success, earning the coveted title of Miss Teen Philippines Australia. Her accomplishments included being awarded Best in Evening Gown, Best in Swimwear, and the prestigious title of Miss Friendship.

She credits the pageant experience for shaping her confidence and instilling essential skills such as poise, personal presentation and effective communication skills.

At 19, Genevieve earned her Bachelor's Degree in Business Management and Business Marketing from the University of Western Sydney. Her professional journey began in her mother's brokerage after graduation, followed by a successful stint at the Commonwealth Bank, Australia's largest financial institution. By the age of 26, she rose to the role of a corporate banker, managing a diverse portfolio of small to medium enterprises with turnovers up to 20 million.

In 2018, Genevieve took a significant entrepreneurial leap by establishing her brokerage, PW Mortgage Partners. Today, at 38 years old, she wears multiple hats as a devoted autism mom to her son Nicholas and daughter Mia. Her entrepreneurial endeavours span the realms of finance, real estate, and consultancy, reflecting her dynamic and diverse skill set.

Genevieve's commitment to community initiatives is equally noteworthy. Actively supporting local basketball competitions in regional areas and advocating for beauty pageants that promote women empowerment, diversity, and multiculturalism, she remains deeply rooted in giving back to her community. Her story is one of resilience, growth, and a testament to the harmonious blending of cultural heritage with the opportunities afforded by her Australian upbringing.

PW



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# INTRODUCING Merven VIRUEDA

Merven Virueda, Parramatta Community College's Marketing and Programs Manager, stands as a beacon of creativity and expertise in the dynamic worlds of marketing, sales, and entertainment. With an impressive career spanning over two decades, Merven has become a driving force in helping businesses across diverse industries maximise their ROI and lead generation.

Merven's professional journey has seen him collaborate with a wide array of organizations, showcasing his adaptability and prowess in navigating the unique challenges presented by hotels, home builders, educational services, NGOs, FMCG, nightclubs/pubs, and e-commerce ventures. His holistic approach to marketing extends beyond conventional boundaries, making him a sought-after professional in the field.

Formally armed with a Bachelor of Marketing from The Australian Catholic University and an Advanced Diploma of Music Industry Business from NSW TAFE, Merven brings a unique blend of strategic thinking and creative flair to the table. This combination of formal education and hands-on experience has been the cornerstone of his success.

Beyond his professional accomplishments, Merven has left an indelible mark on the Western Sydney community. His commitment to personal and professional development earned him a nomination as a 2023 City of Parramatta Citizen of the Year Finalist. Through various learning opportunities in the education sector, Merven has positively impacted the lives of countless community members.

Merven's passion for marketing goes beyond the boardroom; it's a commitment to enhancing the fabric of the communities he serves. Whether it's through helping businesses thrive or contributing to the growth and development of individuals, Merven Virueda stands as a testament to the transformative power of creativity, education, and community engagement.

StarCentral Magazine recently caught up with Merven to discuss his journey in the industry and here's what went down:

**As a not-for-profit organization with a strong focus on social purpose, how does Parramatta Community College ensure that quality education is accessible to everyone in the community, including those facing barriers to training?**

Parramatta Community College takes pride in its commitment to accessible education for everyone in the community. We offer an eclectic range of courses, including NSW Government Funded Training, Business and Computer Training, Beauty courses, Leisure and Lifestyle, and Languages. Every enrollment fee received is reinvested back into the college, enabling us to continue providing quality learning opportunities for the community. Through strategic partnerships and innovative programs, we address barriers to training, making quality education a reality for individuals facing diverse challenges. By embracing inclusivity, we strive to make a positive impact on the lives of individuals, breaking down obstacles to education and creating opportunities for personal and professional growth.

**With over 20 years of experience in marketing, sales, and entertainment, you've had a diverse career. How has your background in these industries shaped your approach to marketing, and what unique perspectives do you bring to your role as Marketing and Programs Manager?**

With over two decades of experience in marketing, sales, and entertainment, my journey has cultivated a unique approach as a Marketing and Programs Manager. My diverse background shapes a dynamic blend of creativity and strategy, allowing me to navigate the ever-changing marketing landscape. Adaptability and a keen eye for trends ensure our campaigns resonate effectively. Drawing from entertainment, I infuse storytelling into our strategies, creating engaging narratives that connect with our community. In essence, my multifaceted career serves as a wellspring of insights, enhancing the impact of Parramatta Community College's marketing efforts.

**As a creative marketer, can you share a specific moment that you're particularly proud of, detailing the challenges faced and the successful outcomes achieved?**

There are many moments to share throughout my career. However, while at Parramatta Community College, winning the "Most Outstanding Education Services" at the Parramatta Local Business Awards in 2017 and 2021 is a source of immense pride. The 2021 recognition is particularly special because it was achieved during the global pandemic and highlights our collective resilience and commitment to excellence. The surge in enrollments reflects the success of our adaptive strategies. As the Marketing and Programs Manager, I'm proud of our team's dedication and thankful for support from stakeholders and the community. This award not only acknowledges past achievements but also propels us into a future marked by an unwavering commitment to accessible, quality education in Parramatta, inspiring ongoing transformative efforts.

**You've worked with a wide range of organizations, from hotels to NGOs. How do you adapt your marketing strategies to suit the diverse needs and goals of different industries and sectors?**

In my dynamic marketing journey, I thrive on adapting strategies to the unique needs of diverse industries, from luxurious hotels to impactful NGOs. My approach is all about crafting bespoke campaigns that resonate with each sector's distinct essence. I immerse myself in understanding their language and aspirations, ensuring flexibility and innovation in every strategy. It's not just about meeting needs; it's about anticipating them and creating marketing symphonies that uniquely elevate each organisation's goals and aspirations.

**Being a 2023 City of Parramatta Citizen of the Year Finalist is a significant recognition. Could you elaborate on the initiatives or contributions that led to this recognition, particularly in improving personal and professional development in the Western Sydney Community?**

Being a 2023 City of Parramatta Citizen of the Year Finalist is a humbling acknowledgment of my commitment to personal and professional development in Western Sydney. From establishing education initiatives to fostering networking and career opportunities, I continuously aim to empower individuals and contribute to the community's growth. Through sponsorships and donations,

I've supported many charitable causes, including sponsoring various Filipino events and beauty pageants, and gifting vouchers to Merrylands Youth Centre and Carevan Blacktown. I've also donated art classes and supplies for seniors at Blacktown Older Women's Network and initiated an after-school art program for primary school children at Dundas Area Neighbourhood Centre. This recognition fuels my passion for making a positive impact in Western Sydney.

**In your role as Marketing and Programs Manager, how do you balance creativity with data-driven decision-making to ensure effective marketing strategies that yield a strong return on investment (ROI) and lead generation?**

I seamlessly blend creativity with data-driven decision-making to craft compelling marketing strategies. By using creativity to engage our audience through innovative campaigns while relying on data to ensure precision and alignment with audience preferences, the synergy of creative storytelling and data analytics forms the basis for continuous refinement and optimisation. This dynamic approach guarantees not only visually appealing campaigns but also effective results in terms of ROI and lead generation.

**The marketing landscape is continually evolving. How do you stay updated on the latest trends and technologies in marketing, and how do you incorporate these innovations into your marketing programs?**

I stay updated through continuous learning, attending education-focused conferences, and engaging with industry peers. To incorporate innovations, I assess their relevance and impact on educational goals, ensuring alignment with audience needs. Our adaptable marketing programs seamlessly integrate trends, and a culture of experimentation ensures we stay ahead. This approach keeps our campaigns current and at the forefront of education services.

**Could you elaborate on the role of Parramatta Community College in transforming lives and uplifting communities in Western Sydney? How do your programs address specific challenges faced by individuals, including those affected by domestic violence or mental health issues?**

Parramatta Community College is a transformative force in Western Sydney. For nearly 40 years, we have uplifted lives through accessible and inclusive programs and community engagement. Our not-for-profit, locally based institution is dedicated to addressing diverse needs, including mental health and domestic violence challenges. Our art and craft classes contribute to improved mental well-being, providing a therapeutic outlet. Beyond education, we empower individuals affected by domestic violence by offering supportive learning environments, fostering resilience, and creating pathways to a brighter future.

Photographed By: Tony Palliser/Studio 49



Photographed By: Tony Palliser/Studio 49



**Looking forward, what are the key priorities and aspirations for Parramatta Community College? Are there any new initiatives or programs on the horizon that you would like to highlight?**

Looking ahead, Parramatta Community College is committed to advancing accessibility, innovation, and community impact. We plan to broaden our course offerings, emphasizing digital literacy and fostering partnerships with local businesses for tailored training. Prioritizing mental health, we'll expand therapeutic arts programs, striving to remain a dynamic hub for community development and transformative education. We will also continue promoting our new beauty courses from the PCC Beauty Academy, aiming to provide a pathway into the beauty industry. Additionally, discussions are underway to deliver beauty courses to models and beauty queens managed by StarCentral and MS Entertainment Network.

**Looking ahead, what excites you the most about the future of marketing, and are there any upcoming projects or trends that you believe will have a significant impact on the industry?**

I'm genuinely excited about the dynamic fusion of technology and creativity in marketing. The possibilities of immersive technologies like augmented reality, precise AI-driven personalisation, and emerging trends such as ephemeral content and social commerce are particularly thrilling. Inclusivity and sustainability continue to shape marketing strategies. Our upcoming campaigns aim to enhance continuous communication through innovative content, interactive campaigns, and strategic collaborations. This ensures Parramatta Community College remains a trailblazer in educational marketing, making a lasting positive impact on our community.



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# HOW TO BECOME A Social Media INFLUENCER IN SEVEN STEPS

In recent years, the term "influencer" has become a buzzword in the world of social media. An influencer is someone who has a sizeable audience on social media sites like Instagram, YouTube, and TikTok and has the power to influence the purchasing decisions of their followers.

Becoming an influencer is not easy, but it is not impossible. With the appropriate tactics and perspective, you can develop a following and rise to prominence in your niche. In this article, we will discuss the steps you can take to become an influencer.

## Choose Your Niche

The earliest stage of influencer development starts with choosing your niche. Your niche is the area of interest that you are passionate about and want to create content around. Your niche could be anything from fitness and health to beauty and fashion, or even gaming and technology.

Selecting a niche is crucial because it helps you focus your content and attract a specific audience. When you have a clear niche, you can create more targeted and valuable content for your audience.

## Research Your Audience

Once you have decided on what niche you want to tap into, the next step is to research your audience. You need to understand who your target audience is and what they are looking for. This will help you when it comes to creating content that will resonate with your audience and attract more followers.

You can research your audience by looking at the profiles of your followers or using social media analytics tools. You can also engage with your followers through comments and direct messages to better understand their needs and interests.

## Create High-Quality Content

Creating high-quality content is essential if you want to become an influencer. Your content should be visually engaging, useful, and informative to your audience. Depending on your niche and audience, you can create different types of content, like photos, videos, and blog posts.

Producing top-notch content requires a commitment to quality equipment, such as a high-grade camera, effective lighting, and proficient editing software. Consider enlisting the expertise of a professional photographer or videographer to elevate your content creation and ensure outstanding results.

## Be Consistent

Consistency is crucial when it comes to establishing a following on social media. You must post regularly to keep your followers engaged and interested in your content. You should also have a consistent posting schedule so your followers know when to expect new content.

Being consistent also means maintaining the quality of your content. You should never, ever let the caliber of your content suffer. Content should not be just to meet your posting schedule. Your content should always be informative, valuable, and visually appealing.

## Engage with Your Audience

Engaging with your audience is essential if you want to become an influencer. You need to respond to comments and messages from your followers and build relationships with them. When you engage with your audience, you show them you care about and value their feedback.

Engaging with your audience also means collaborating with other influencers in your niche. You can collaborate on content, share posts, and promote each other's brands. You can reach a bigger audience by working with other influencers.

## Use Hashtags

Hashtags are a powerful tool that might assist you in expanding your social media following. You should use appropriate hashtags in your posts to make them more visible and get them in front of more people. You can use online tools like Hashtagify or RiteTag to find relevant hashtags for your niche.

When using hashtags, make sure you use them strategically. You should not use too many hashtags in your posts, as it can make them look spammy. You should also avoid using irrelevant hashtags, which can negatively impact your engagement.

## Be Authentic

Authenticity is essential if you want to become an influencer. Your followers want to see the real you, so you must stay true to yourself and your values. Your followers will appreciate your authenticity and connect with you on a deeper level.

Remember, becoming an influencer takes time and effort. Keep working hard and stay committed to your goals; you will eventually succeed.







# HERE'S WHY YOUR Social Media Game STILL MATTERS

Building a solid brand presence requires more than just catchy slogans and eye-catching visuals in today's fast-paced digital landscape. It's about developing deep relationships with your audience, and one of the most effective ways to do so is through social media storytelling.

By creating interesting stories that appeal to your target audience, you can elevate your brand awareness to new heights. In this article, we'll delve into the art of social media storytelling and explore how it can be used to increase brand awareness.

#### Understanding Social Media Storytelling

At its core, social media storytelling is about conveying your brand's values, mission, and personality through stories that captivate and appeal to your audience. Instead of bombarding users with sales pitches, you're inviting them into a journey, making them part of your brand's narrative. This approach humanizes your brand, making it relatable and fostering emotional connections.

#### The Power of Authenticity

Authenticity is the cornerstone of effective social media storytelling. Consumers crave genuine experiences, and when they perceive a brand as authentic, they're more likely to trust and engage with it. Share behind-the-scenes glimpses of your company, introduce your team members, and recount your brand's journey. By opening up and being vulnerable, you're not just promoting products but sharing a piece of your identity. Take your audience on a journey through your brand's daily operations, sharing behind-the-scenes moments that humanize your business.

#### Identifying Your Brand's Story

You need to identify your brand's unique story to craft an impactful social media story. What inspired you to start your business? What challenges did you overcome? What are your core values? Your story is what sets you apart from competitors and resonates with customers who share your beliefs.

#### Evoke Emotions

Effective storytelling tugs at the heartstrings and evokes emotions. Whether it's nostalgia, empathy, or inspiration, emotions create a memorable connection. Use relatable anecdotes, user-generated content, and customer testimonials to elicit feelings that align with your brand values.

#### Consistency Across Platforms

While each social media platform has its own quirks, your brand's storytelling should remain consistent across all channels. Your narrative might be tailored to fit the platform's format, but the essence of your story should be recognizable, reinforcing your brand identity.

#### Engagement and Interaction

Social media storytelling is a two-way street. Encourage audience participation by posing questions, using interactive features like polls, and responding to comments. User engagement not only fosters a sense of community but also increases the reach of your story through shares and discussions.

#### Visual Storytelling

Visuals are a crucial component of storytelling. Use images, videos, and infographics to supplement your narratives. Whether it's a photo of a pivotal moment in your brand's history or a video showcasing the manufacturing process, visuals enhance the impact of your story.

#### Leveraging User-Generated Content

Invite your customers to be part of your story by sharing their experiences. Encourage them to share photos, videos, and testimonials showcasing how your brand has impacted their lives. This reinforces your brand's narrative and demonstrates its real-world impact.

#### Measure and Adapt

Track the performance of your social media storytelling efforts. Keep track of engagement indicators, including website visits, likes, shares, and comments, to gauge the effectiveness of your narratives. Use these insights to refine your storytelling strategy over time.

Social media storytelling isn't just about words and images; it's about building relationships and fostering connections. By sharing your brand's journey, values, and experiences, you're inviting your audience to become part of your story. You can increase brand awareness and create a community that resonates with your message through authenticity, emotion, and consistent narratives. So, start crafting your brand's story today and watch your online presence flourish.

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