



11 Seconds to Success: The Queen of Snapchat on Living Your Dreams and Ruling Social Media

Cyrene Quiamco

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The next time you are sitting in a long, boring meeting and your mind starts to wander might be the very moment you find your destiny. That is exactly what happened to Cyreneq who began doodling on Snapchat during a particularly snoozy conference room session. Soon after, she went on to rule that burgeoning social media platform. Cyrene Quiamco has become a prominent personality on a social media platform that is designed to make content disappear. Since joining Snapchat, Quiamco (who goes by "CyreneQ" across most social media) has amassed a following for her whimsical art — from celebrity portraits to collages of Disney characters — and interactive snaps. She engages her community with her highly imaginative and appealing art, quizzes, games and questions, transforming a series of short-lived snaps into a conversation. She's also the creator of The11thSecond.com, a blog and community for Snapchat artists to share their work off the platform. Cyreneq is also amassing awards, nominated for the Shorty Award, which recognizes the best in social media.

This modern fairy tale story (complete with Disney Princess self-portraits of the artist) starts in the Philippines where her family comes from. Cyrene gets her moxie, drive, spirit of self-invention and incredible work ethic from her mom whom she counts as a main inspiration to be fearless and go for your dreams. As she puts it, "I've always been an artist ever since elementary school, but I didn't really know how to apply that to the real world." How she applied her artistry and originality to the modern world of social media is a fantastic story of 21st century success that will have readers dusting off their dreams. Cyreneq reminds us all of the power of our own imagination. Unleash that and nothing can stop you!

What you'll learn inside this book:

- How to harness your personal creativity and apply it to the real world
- What Cyreneq really means in her motto "No excuses for starving artists!"
- How to "do what you love and the money will follow.
- Up your social media IQ and your earning quotient, too!

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