

**Company:** NYMA, Taguig, Metro Manila, Philippines

**Company Description:** NYMA, which stands for Now You Must Aspire, is a dynamic talent management and influencer marketing agency. By leveraging both traditional and digital marketing strategies, NYMA unlocks a universe of opportunities for its exceptional talents and clients.

**Nomination Category:** Social Media Categories

**Nomination Sub Category:** Most Innovative Content Creator of the Year

**Nomination Title:** Abi Marquez

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated individual since 1 January 2023, OR a written essay of up to 625 words? (Choose one):

Written essay of up to 625 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing a written submission, provide here an essay of up to 625 words describing the achievements of the nominated individual since 1 January 2023:

**Total 516 words used.**

Abi Marquez—widely known online as the “Lumpia Queen”—has had a landmark 2 years since January 2023. After graduating magna cum laude in Hotel, Restaurant, and Institution Management from UP Diliman in 2022, Abi turned down corporate paths to create TikTok videos aimed at bringing Filipino food to the global stage.

Her inventive recipes—especially those featuring lumpia wrappers filled with experimental ingredients—quickly captivated audiences. She earned the People’s Voice Award at the 28th Annual Webby Awards in the General Social: Food & Drink category, making her the first Filipino born and raised in the Philippines to win the internet’s highest honor in that category.

In 2024, Abi was named to Tatler Asia’s Gen T List of Tomorrow and Forbes Asia’s “30 Under 30” list, and was nominated for a James Beard Media Award in the Social Media Account category. She also earned a second nomination at the 2025 Webby Awards in the Creators – Food & Drink category, competing against global food content giants like Joshua Weissman and Babish.

In 2025, Abi added another international trophy to her shelf: a Bronze award at the 2025 Hashtag Asia Awards, under the Best Campaign by a Mega Influencer category—marking her second consecutive win at Hashtag Asia.

Perhaps her most prestigious win came on May 23, 2025, in Cannes, where Abi was named Food Creator of the Year at the 7th Annual World Influencers and Bloggers Awards (WIBA), shining a global spotlight on Filipino cuisine through her vibrant storytelling and passionate advocacy for her country’s culinary heritage.

With over 10 million followers across platforms, Abi has become a digital cultural ambassador for the Philippines. Her videos blend nostalgia, culinary innovation, and cultural commentary, consistently drawing millions of views and sparking heartfelt conversations in the comments from Filipinos at home and abroad—turning each post into a mini community.

Her collaborations with global creators and chefs—including Gordon Ramsay, Chef Nobu, Saweetie, Uncle Roger, and more—have shown just how far Filipino food can go. In one headline-making moment, she wrapped a Beef Wellington in a lumpia wrapper and cooked it for Gordon Ramsay himself—and absolutely nailed it.

Abi has also become a trusted voice in the food and digital communities. In 2025, she was honored once more by CITEM’s FoodPHILIPPINES as an Advocate Par Excellence, recognizing her leadership in promoting Filipino food innovation at the IFEX Philippines media preview. Publications like Vogue Philippines have profiled her creative process and impact, where she shared how food became her love language—and how representing Filipino cuisine feels like a calling.

Abi’s ethos is simple and consistent: to share Filipino food unapologetically, make it accessible, and use her platform for education, nostalgia, and connection. In her own words, her recipes are “a beautiful concoction of tradition and innovation,” and her mission is to prove “that Filipino food is world-class—because it always has been.”

In less than three years since starting her food content journey, Abi Marquez has reshaped the global perception of Filipino cuisine—winning top international awards, earning critical recognition, collaborating with world-renowned creators, and building a community that celebrates her country’s flavors and heart.



## Attachments/Videos/Links:

[Abi Marquez](#)



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