THE FILIPINA EFFECT

POWER - PRESENCE - PURPOSE

TRAILBLAZERS, GAME-CHANGERS, AND LEADERS REDEFINING SUCCESS—THESE FILIPINA POWERHOUSES SHARE THEIR JOURNEYS, CHALLENGES, AND WISDOM TO INSPIRE THE NEXT GENERATION. WHEN ONE FILIPINA RISES, WE ALL RISE.

KALIKA YAP

CEO & Founder of Citrus Studios, Luxe Link, Orange & Bergamot

🌐 **www.kalika.com**

"Your Journey in a Few Words"

Can you share a brief story about your journey—where you started, what led you to where you are today, and the defining moments that shaped you?

I was born in Quezon City, moved to Hawaii when I was three years old. Growing up in Hawaii shaped my love for family (Ohana) and Asian American Pacific Islander culture. I then went to school for journalism at NYU. I moved to Los Angeles to be with my college boyfriend and we broke up after three days. I couldn't find a job in journalism and stumbled upon Cyber Java the first internet cafe in Southern California in 1996. I got a job at the cafe making $6 under the table and the developers who went to the cafe taught me how to code. I was couch surfing and learning how to make websites. I was also going door to door selling web hosting on Abbot Kinney Blvd for Cyber Java. My mom always told me that if I want to learn something you need to learn how to teach it so I started teaching web classes at the internet cafe. I then got a job as a web editor at the Getty Museum because I had experience with websites. I beat out many people who had PhDs and Masters because I had a skill very few people had. I started a side hustle building websites.

KALIKA YAP

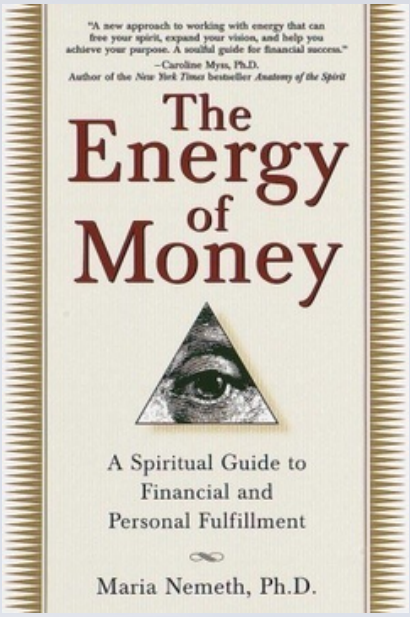
After I left the Getty to start my first business Citrus Studios the Getty became my first client. I named my company Citrus Studios because I made lemonade out of lemons! 26 years later I still have Citrus Studios a thriving digital agency! I have started several more companies since then but Citrus Studios will always be my favorite! :)

CITRUS STUDIOS

"Moments That Mattered"

Was there a turning point or experience that changed the way you approach your work or life?

I read the book Energy of Money by Dr. Nemeth. It helped me understand my relationship with money and also my standards of integrity which is the foundation of how I live my life and run my business.



"Lessons Along the Way"

What's one piece of advice or wisdom that has stayed with you through the years?

"Love conquers all."

"Navigating Challenges"

Have you faced moments of doubt or barriers in your career? How did you push through?

I have gone through three recessions. I pushed through by understanding myself, focusing on positive psychology and learning how to meditate. I now am a certified Mindfulness Teacher.

KALIKA YAP

"Words for the Next Generation"
If you could share a message with young Filipinas finding their path, what would it be?

"Best Kept Secret: A Tip That Changed Your Life"
What's one practical thing—big or small—that made your life easier? It could be the best purchase you've made recently, a time-saving hack, a work strategy that changed the game, or even the best restaurant you discovered!

Learn how to bring recurring revenue into your business!