

Creative and detail-oriented professional with over 5 years of experience in social media management and administrative support. Proven track record in developing engaging content strategies, enhancing brand awareness, and driving social media engagement across multiple platforms. Proficient in Adobe Creative Suite, Google Workspace, and content scheduling tools, with strong capabilities in graphic design and marketing. Excellent communicator and proactive problem-solver, committed to achieving project goals and ensuring operational efficiency. Recognized for ability to collaborate effectively with teams and deliver high-quality work within tight deadlines.

SKILLS	
<ul style="list-style-type: none"><li>• Adobe Creative Suite</li><li>• Google Workspace</li><li>• Canva</li><li>• Asana</li><li>• Figma</li></ul>	<ul style="list-style-type: none"><li>• Creativity</li><li>• Communication</li><li>• Attention to Details</li><li>• Collaboration</li><li>• Pro-active</li></ul>

RELEVANT WORK EXPERIENCES

Social Media Manager, Freelance

November 2023 to April 2024

➤ White Rock Pride Society, BC

➤ DIBI Girls Conference 2024 by Soroptimist Int’l White Rock & Surrey/Delta through Low Entropy Foundation

- **Content Strategy & Development:** Conceptualized and implemented content strategies, resulting in a significant increase in social media engagement
- **Content Creation:** Created original content for Facebook and Instagram, driving a significant increase in followers and improving brand awareness.
- **Client Collaboration:** Coordinated with clients for content approvals and scheduled posts via Meta Business Suite, maintaining a 100% on-time posting schedule and ensuring client satisfaction.
- **Performance Monitoring:** Actively tracked engagement and performance metrics, optimizing the content strategy to improve post reach by refining the approach based on data insights.

Social Media Marketing Intern

May 2023 to August 2023

Black Press Media, Surrey, BC

- **Social Media Management & Advertising:** Managed and assisted with client social media accounts, handling both paid and organic strategies, contributing to an increased engagement across platforms.
- **Marketing Strategy Support:** Collaborated on paid and organic marketing strategies for clients and internal projects, helping to drive a campaign effectiveness under the guidance of the Social Media Head.
- **Creative Asset Development:** Assisted internal teams in the creation of creative assets, contributing to the successful campaign launch
- **Platform Best Practices:** Consistently reviewed and implemented the latest social media best practices, ensuring full compliance with platform updates and trends.

Front Office and HR Administrator

September 2016 to July 2022

Bank of China (Dubai) Branch - Dubai, United Arab Emirates

- **Office Compliance & Maintenance:** Led maintenance projects with 100% compliance with building management and resolved 95% of repair requests within 48 hours.
- **Procurement & Inventory Management:** Cut office supply costs by 15% and maintained stock levels with zero stockouts over 12 months.
- **Mail Handling & Prioritization:** Handled 500+ mail items annually, identifying 99% of high-priority items within 24 hours, improving response times.
- **Supported HR Operations:** Processed employee visa applications annually and expedited 90% of medical insurance claims within a 3-day turnaround. Issued employment and salary certificates with 100% accuracy.
- **Travel Coordination:** Coordinated travel arrangements for employees and clients, securing 10% savings through negotiated rates with hotels and travel agencies, while ensuring zero booking errors.

**Receptionist and Property Administrator****December 2014 to August 2016***Prestige Luxury Real Estate - Dubai, United Arab Emirates*

- **Lead Management:** Qualified and processed 1000+ leads monthly, entering data into the CRM with 98% accuracy, supporting prompt follow-up and lead tracking.
- **Reporting:** Prepared lead, sales, and leasing reports for senior management, contributing to a 10% increase in sales conversions within 6 months.
- **Talent Acquisition:** Screened and scheduled interviews for 50+ property consultants, achieving a 90% successful hire rate.
- **Client Support:** Responded to 95% of client inquiries within 48 hours, referring them to the appropriate agents for swift resolution.
- **Meeting Coordination:** Drafted and distributed meeting minutes within 24 hours, ensuring action items were communicated efficiently.
- **Reception & Facility Management:** Maintained a clean and professional reception area and meeting rooms, enhancing the client experience.
- **Calendar Management:** Coordinated appointments weekly with zero scheduling conflicts.

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**OTHER WORK EXPERIENCES****Retail Sales Associate, Part-time****October to December 2023***Forever 21 - YM Inc. Group, Surrey, BC*

- **Customer Service:** Delivered excellent service, assisting customers weekly by answering inquiries and resolving issues, contributing to 95% customer satisfaction.
- **Sales Support:** Increased sales through product knowledge and suggestive selling, boosting average transaction value by 10%.
- **Merchandising & Housekeeping:** Consistently maintained visual merchandising and housekeeping standards, enhancing store presentation and creating a positive shopping experience.
- **Transaction Processing:** Processed transactions daily with 100% accuracy using POS software.

**Retail Sales Associate, Part-time****December 2022 to June 2023***Reid Jewellery, Surrey, BC*

- **Sales Achievement:** Engaged customers and consistently met sales targets through excellent service.
- **Customer Assistance:** Assisted customers daily, leveraging product knowledge to drive a 10% increase in upselling.
- **Transaction Processing:** Operated the cash register, processing transactions daily with 99% accuracy.

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**EDUCATION****Certificate in Graphic Design****December 2024**

British Columbia Institute of Technology (BCIT), Burnaby, BC

**Post Degree Diploma in Marketing****August 2023**

Douglas College, New Westminster, BC

Honor Roll

**Bachelor of Arts in Mass Communication****March 2010**

University of St. La Salle, Bacolod City, Philippines

Dean's List

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**EXTRACURRICULAR ACTIVITIES****Student RGD, Association of Registered Graphic Designers (RGD) | 2024****Volunteer, Low Entropy Foundation, Coquitlam, BC | December 2024-Present****Marketing Coordinator – DSU Human Resources Club, Douglas College, BC | Winter Semester 2023****Member – DSU Marketing Club, Douglas College, BC | 2022-2023****Athlete – Swimming, Primary School to Post-Secondary | 1997-2010****Volunteer – Gawad Kalinga (GK) Philippines**