

A. SOCIAL MEDIA MANAGER

Experience:

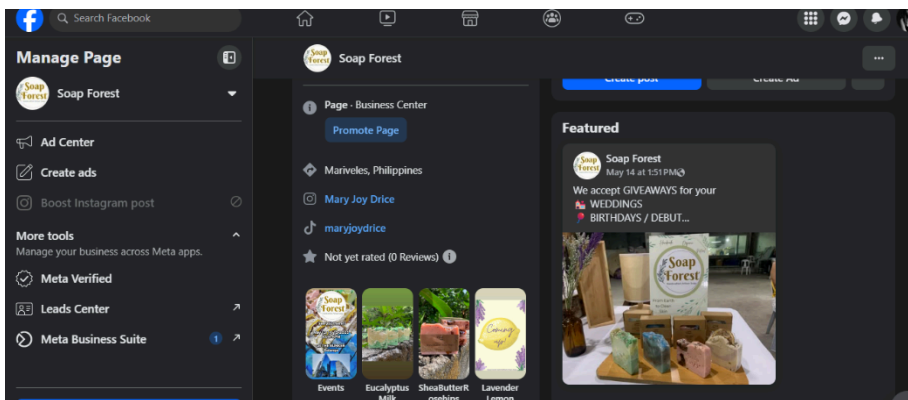
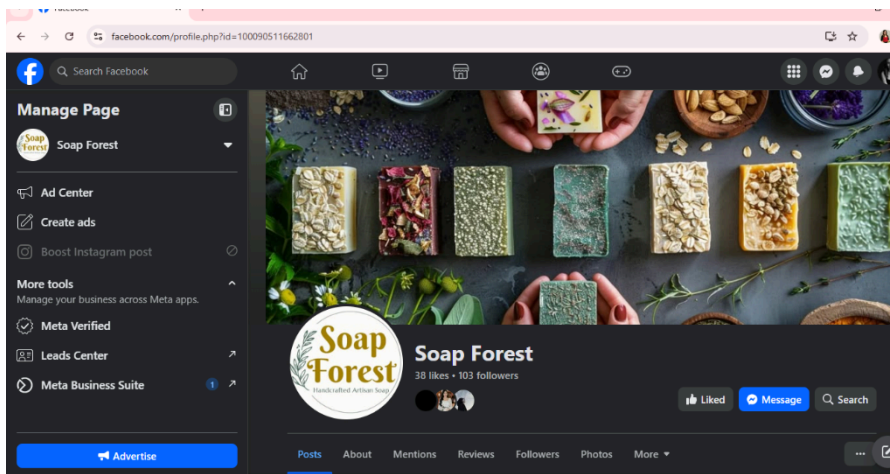
1. Social Media Manager

Soap Forest

<https://www.facebook.com/profile.php?id=100090511662801>

Artisan Handmade Soap Brand | May 16– Present

- Grew the page organically from **30 to 311 followers**, achieving a **936% growth rate** in under six months.
- Managed **end-to-end social media marketing**, including content planning, calendar scheduling, filming, editing, and community engagement.
- Created original **photo and video content** tailored for artisan soap branding, focusing on aesthetic storytelling and natural product appeal.
- Developed and implemented effective **hashtag strategies** to increase organic reach and visibility.
- Ran occasional **paid ads** to boost brand exposure and post engagement.





Click here to watch: <https://www.facebook.com/share/v/15wgaspsZk/>.

Soap Forest Monthly Content Calendar		May 2025						
		3rd week						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform \ Time						9:28am	10:00am	
Platform		Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content		Product	Inspiration	Behind the Scene	Video	Summer Special	Announcement	Disclaimer
Visual								
Link/Post								

Soap Forest Monthly Content Calendar		May 2025						
		5th week						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform \ Time			6:57 pm	9:53pm	10:00AM	10:00AM	9:00AM	12:00 pm
Platform		Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content		Product				Promotion		Fun Facts
Visual								
Link/Post								

Soap Forest Monthly Content Calendar		May 2025						
		4th week						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform \ Time			7:57pm	9:55am	10:00pm		10:00am	
Platform		Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content		Product	Announcement	Post	Post		Fun Facts	
Visual								
Link/Post								

Soap Forest Monthly Content Calendar		May 2025						
		6th week						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform \ Time		10:00am				10:00am	12:14pm	12:14pm
Platform		Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Content		Product				Promotion	Event	Video
Visual								
Link/Post								

SOCIAL MEDIA REPORT

PRESENTED BY COACH A

Your Best Virtual Assistant

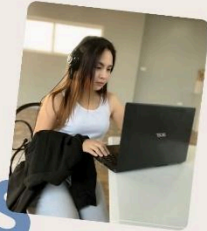
May202

SOCIAL MEDIA GOAL



- 01 INCREASE THE NUMBER OF FOLLOWERS AND ENGAGEMENT
- 02 EXPAND BRAND AWARENESS TO WIDER AUDIENCE
- 03 INCREASE TRAFFIC TO SOCIAL MEDIA ACCOUNT

WHAT'S IN THE REPORT



- ABOUT THE BRAND
- THE BRAND'S COMPETITOR
- SOCIAL MEDIA AUDIENCE
- SOCIAL MEDIA GOAL
- SOCIAL MEDIA CAMPAIGN
- SOCIAL MEDIA PERFORMANCE
- UPCOMING PLAN

OUR COMPETITOR



Kalikhasan Eco-Friendly Solutions was founded after its creator left the corporate world and moved to Boracay in search of peace. Seeing the island's environmental decline, she began making natural cleaning products to reduce chemical waste. What started as a small effort grew into a brand offering eco-friendly personal care and wellness products. The name "Kalikhasan" combines kalikasan (nature) and liksa (to create), reflecting its mission to support sustainable, earth-friendly living.



No info about the shop

SOAP FOREST

SALFORD & CO. FASHION

IT APPEARS THAT "SOAP FOREST" REFERS TO VARIOUS NATURAL, FOREST-INSPIRED SOAP PRODUCTS AND BRANDS. THESE SOAPS OFTEN FEATURE EARTHY SCENTS LIKE CEDARWOOD, FIR, AND PINE, AND ARE CRAFTED USING NATURAL INGREDIENTS.



FACEBOOK AUDIENCE

NUMBER OF FOLLOWERS: 311 FOLLOWERS

AGE

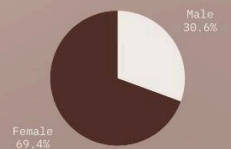
18-24 years old	5.8%
25-34 years old	29.8%
35-44 years old	27.1%
45-54 years old	21.1%
55-64 years old	11.7%
65+ years old	4.5%

LOCATION

Mariveles	14.5%
Limay	10.3%
Balanga	99.3%
Pilar	6.4%
Abucay	3.2%
Bagac	2.9%
Samal	1.3%
Calamba	1%
Manila	1%
Orion	1%

GENDER

- Male
- Female



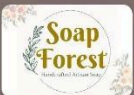
FACEBOOK TOP POST

POST: Graphic Post DATE UPLOADED: May 17 9:12 pm REACHED AUDIENCE: 4,387 audiences



"Lather Up, Bataan! Soap Forest lands at Vista Mall on May 31!"
#SoapForest
#CatchTheScent
#NatureInEveryBar

Shop Showcase May 22 7:33 am 862 audiences



At Soap Forest, every bar of soap is a tribute to nature and artistry crafted by hand on small batches with love, care, and purpose. We use only high-quality, natural ingredients to ensure each soap not only cleanses but also nourishes the skin. We also provide custom gift tags and labels. OUR SITE has lots of meaningful information on it: MISSION, BIRTHDAY, BAPTISM, or any REASON to celebrate.

Vista mall Event and bazaar June 1 7:07 am 758 audiences



A glimpse of the vibrant Mother's Day Bazaar at Vista Mall Bataan – and yes, that's Soap Forest bringing you handcrafted, all-natural goodness in every bar!

FACEBOOK PERFORMANCE



NEW FOLLOWERS

252

TOTAL REACH

6.3K Accounts

SOCIAL MEDIA PERFORMANCE

-

TOTAL SHARE

-

TOTAL COMMENTS

-

INTERACTIONS

360

UPCOMING PLAN



HIRE INFLUENCER TO PROMOTE OUR ACCOUNT

We will hire influencer that match with our brand personality to introduce our brand to wider segments and audience

BEAUTIFY THE SOCIAL MEDIA VISUAL

The quality of photograph and video will be highly considered and planned to improve the social media visual

CREATE A GIVEAWAY

To appreciate the presence of our loyal followers, we will create giveaway with certain term and condition

GENERAL OVERVIEW (FOLLOWERS)

Metric	Platform	Current Month	Previous Month	Growth (%)
Total Followers	Facebook	311	30	936.67%
	Instagram			
	LinkedIn			

THANK YOU



YOUR BEST VIRTUAL ASSISTANT