

## Social Media Manager & Digital Marketing Specialist

 Philippines |  Remote |  Timezone Flexible |  Available ASAP

A results-driven Social Media Manager and Digital Marketing Specialist with 4+ years of hands-on experience in managing and executing social media strategies, content creation, and community engagement for brands in various industries, including wellness, baby food, lifestyle, and e-commerce. Highly proficient in Facebook, Instagram, Pinterest, and TikTok platforms, Renzie specializes in creating engaging content, building communities, and optimizing campaigns using data-driven insights. Skilled in Canva, Adobe Premiere, and CapCut, she thrives in remote environments and is seeking a long-term, full-time role where she can apply her skills in social media management and content creation to elevate brand presence.

### Key Skills

- Social Media Strategy: Content calendars, platform-specific content (Reels, Stories, Carousels), community engagement
- Digital Marketing: Facebook & Instagram Ads, performance metrics, e-commerce promotions
- Content Creation: Photography, video editing (Adobe Premiere, CapCut), copywriting
- Tools: Canva, SproutSocial, Meta Business Suite, Later, Planoly, Notion
- Customer Engagement: Community management, influencer collaborations, audience insights analysis

### Relevant Work Experience

Social Media Manager | Go Essor

Oct 2021 – Present

- Developed and executed social media strategies for multiple brands in the wellness, baby food, and lifestyle industries
- Created engaging content and optimized campaigns to increase engagement and brand awareness
- Worked closely with UGC creators and influencers to enhance authenticity and visibility

Social Media Manager | Varganation Corp (Philippines)

Mar 2020 – Jan 2021

- Managed content creation and posting schedules for Facebook and Instagram
- Focused on community management and photo/video editing for campaigns

Assistant Marketing Manager | Classic Photographers (USA)

Sept 2018 – June 2019

- Collaborated on social media marketing, focusing on content creation and growth strategies for Facebook and Pinterest
- Managed e-commerce updates, social media reports, and competitor analysis

Social Media Marketing Virtual Assistant | Showpo (Australia)

June 2019 – Present (Part-Time)

- Created social media content and managed campaigns for 7 brands
- Implemented Facebook and Instagram ad strategies and provided data analytics to optimize performance

Digital Marketing Specialist | Be Global E-Commerce Corp (Philippines)

Jan 2021 – Nov 2021

- Developed and executed e-commerce promotional strategies
- Managed social media campaigns and supported brand engagement efforts

## Education

Bachelor of Arts in Communication Arts (Advertising, Public Relations, Journalism)  
Trinity University of Asia | Graduated June 2018

## Availability & Compensation

- Employment Type: Full-Time
- Schedule: Flexible, open to overlapping US hours
- Availability: Immediate
- Expected Rate: \$1,200/month (negotiable)
- Time Tracker: Comfortable using it