

SOCIAL MEDIA MANAGEMENT AND COPYWRITING PORTFOLIO


Please visit:

<https://claydigitalhub.my.canva.site>

Or go to:

linktr.ee/claydigitalhub
and choose "Creative Portfolio"

CONTACT ME

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EDUCATION

BS in Development Communication

West Visayas State University

2015 - 2019

SKILLS

Verbal and Written Communication

Multitasking and Organizational

Copywriting

Proficiency in English

Creative and Design

REFERENCES

Ryan Christopher Mendoza

Registered Engineer and
Professional Photographer

Phone: 09369623566

Email: mendezapooch@gmail.com

Edison Cui

Sitel-Alight Manager

Email: edison.cui@sitel.com

Clarenze Silverio

Freelance Social Media Manager
and Writer

WORK EXPERIENCE

Freelance Social Media Marketer and Copywriter

January 2020 -

Present

Self-employed, Clay Digital Hub

- Managed a professional photographer's business social media account
 - Increased the business page engagement (likes, shares, and comments/replies)
 - Increased the number of followers within two months of managing the page
 - Curated captions for each professionally photographed scenes so as to represent the photographer's brand voice and point of view
 - Utilized SEO strategies to rank client's business account
 - Used effective lead generation strategies through direct messaging that helped book more clients
- Created high-quality social media post templates for an online business manager, and delivered them within less than 24 hours
- Ghostwrote articles for students
- Copy-edited and proofread school paper articles, and university government laws
- Took paid and unpaid courses as well as webinars for marketing and social media management and marketing
- Managed a real estate investor and author's social media accounts
 - Increased the pages' number of following
 - Increased the level of community engagement and improved it by encouraging engagements from real accounts instead of robots/spam accounts
 - Improved the quality of content by producing social media posts that stick with the company's branding guidelines
 - Generated leads for appearance in real estate state, business, and finance podcast interviews

Customer Service Representative

August 2019 -

December 2020

Sitel - Alight

- Handled calls with United Airlines employees regarding the explanation of health and welfare benefits, provision of insurance guidelines and insurance requests
- Managed client's insurance requests, and workflows via different forms of communication (email, call, and other meeting and messaging platforms)
- Relayed information from different tiers of insurance process management (client to insurance provider, and insurance provider to client)
- Handled information relay from clients to third-party service providers during insurance claims, and complaints
- Built rapport and high-quality customer service that lead to a series of commendations

Freelance Writer and Editor

June 2015 -

December 2019

Self-employed

- Ghostwrote speeches for students and teachers
- Ghostwrote articles for students, and school papers
- Ghostwrote scripts for radio DJs and school plays
- Copyedited and proofread school paper articles, and university government laws
- Took online courses and attended seminars for journalism and professional writing in different industries
- Curated captions (ghostwritten) for university and college online pages

Communication and Information Office Intern
Dep't. of Environment and Natural Resources - CENRO Guimbal

May 2018 -
June 2018

- Initiated data gathering for research, and production of an article that was added to the department's yearly magazine
- Wrote an article for the department's yearly published magazine which explains CENRO's office reports and progress
- Assisted the Information and Communications Officer in data administrative tasks
- Assisted the Information and Communications Officer in having professionally taken photographs for documentation and other official purposes

ESL Teacher
Abc360

May 2017-
January 2018

- Initiated calls with students ages 5 - 17 through different social media, and company-provided communication channels
- Initiated classes using researched lesson blueprints as well as company-provided lesson plans
- Analyzed key performance indicators and reported progress to higher-tier mentors