

MEG DANIELLE C. ARZADON

Social Media Virtual Assistant

Phone

0960 476 9951

Portfolio Link

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

Email

dee.gitalprods@gmail.com

Creative and organized Social Media Virtual Assistant with a strong eye for visual content and branding. Skilled in basic graphic design, content scheduling, and community support. Quick to learn, coachable, and focused on supporting clients with consistent, well-organized, and visually aligned social media content.

CORE SKILLS

- Social media content scheduling & posting
- Basic graphic design (Canva)
- Caption assistance & hashtag research
- Community engagement support (comments & DMs)
- Content organization & calendar management
- Brand consistency (colors, fonts, layouts)
- File & asset management (Google Drive)
- Strong written communication
- Time management & reliability
- Fast learner & coachable

TOOLS & PLATFORMS

- Canva
- Instagram, Facebook, TikTok
- Meta Business Suite
- Google Docs, Sheets, Drive
- Adobe (Photoshop, Premiere, Lightroom)

SOCIAL MEDIA HANDLER

Practice-Based / Self-Directed Experience | On-site

- Created social media graphics using Canva based on brand themes and guidelines
- Organized content calendars and prepared captions for scheduled posts
- Assisted with basic engagement tasks such as monitoring comments and messages
- Maintained organized folders for content, captions, and digital assets
- Practiced consistent posting workflows to simulate real client support

EDUCATIONAL/TRAINING

Self-Directed Learning | Social Media & Graphic Design

Online | 2018 - Present

- Completed self-paced learning through YouTube and online tutorials on social media content creation, basic graphic design, and branding
- Studied Canva design fundamentals, post layouts, color harmony, and typography for social media
- Learned content scheduling workflows and basic engagement practices for Instagram, Facebook, and TikTok
- Practiced creating social media posts, stories, and templates following brand-style guidelines

Canva & Social Media Design (Self-Taught)

Online Learning | YouTube & Tutorials

- Canva design basics for social media posts, stories, and carousels
- Template customization and brand consistency (fonts, colors, layouts)
- Basic visual hierarchy and content formatting for engagement

Graphic Design & Video Editing (Self-Taught)

Independent Online Learning

- Basic graphic design for social media using Canva and Adobe
- Creation of Reels/TikTok covers, thumbnails, and story layouts
- Short-form video editing for social media (basic cuts, text, music syncing)
- Template-based design and content repurposing