

# LIEZEL DE GUZMAN

## SOCIAL MEDIA MARKETING

### CONTACT

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City, Philippines

### SKILLS AND INTEREST

- Good interpersonal skills and public relations.
- Competent and effective communication skills
- Has commitment and dedication to work.
- Proficient in Microsoft Office software. (MS Word, MS Excel, MS Power point)
- Stress toleration
- Accuracy and attention to detail
- Editing Skills using Canva.
- Logo Design
- Content Creation
- Campaign Planning & Execution
- Email Management
- Lead Generation
- Customer Engagement
- Event Planning
- Customer Service
- Graphic Design
- Marketing Research
- Data Entry
- Online Research
- Social Media Management

### OBJECTIVE

Where I can utilize my strong communication skills, time management abilities, and proficiency in administrative tasks to support and enhance the productivity of the team. Eager to apply my expertise in handling a variety of virtual office functions, problem-solving, and multitasking to contribute to the success of the organization while continuing to develop my skills in a remote work environment.

### EXPERIENCE

#### **Adverting Campaign Project/Advertising Plan Leader**

Philippines Furniture

**Jun 2024- Sept 2024**

**Developed and designed 10 posters, 1 commercial, and 1 radio advertisement as part of a comprehensive advertising campaign. Conducted thorough market research to create targeted messaging and visuals that aligned with the brand's objectives. Employed advanced design tools and multimedia techniques to produce high-quality visual and audio content, ensuring consistency across all campaign materials. Collaborated with team members to refine creative concepts and contribute to the successful execution of the project.**

#### **Youth Councilor**

Brgy 21, Caloocan City, Philippines

**Oct 2023 - Present**

**Organized and implemented various youth programs aimed at fostering leadership skills and encouraging active community engagement among participants. Successfully managed and executed community projects, including events and outreach initiatives, ensuring their smooth operation and positive impact. Played a key role in budgeting and resource allocation to optimize funding for youth development projects. Actively represented the youth in barangay meetings and events, voicing their concerns and advocating for their needs. Demonstrated strong organizational and leadership skills, contributing to the overall success and sustainability of youth initiatives**

#### **Social Media Coordinator**

Homecorner PH

**2020 - 2022**

**Managed the client's Facebook page by creating and editing visually appealing content, including images and posts, to align with the brand's identity. Planned and executed social media campaigns to boost engagement and achieve marketing goals. Monitored page activity to track performance and ensure consistent audience interaction. Promptly responded to comments, messages, and inquiries, providing excellent customer service and addressing customer needs effectively. Maintained a well-organized and dynamic online presence to enhance the client's visibility and foster community engagement.**