



# ALEXIS DE GUZMAN

## Social Media & Digital Marketing Manager, Digital Marketing Specialist

I am a driven and adaptable person who graduated with a degree of Bachelor of Arts in Communication. I have experience in the Academe world and Marketing. I am looking to progress my career and expand my knowledge and experiences. I can work well under pressure, independently, and with a team. I have strong leadership skills with the ability to build the trust of others with integrity and consistently meet and exceed targeted results.

## CONTACT

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📍 Quezon City, Philippines

## EXPERTISE

- Video Editing
- Graphic Design
- Social Media Marketing
- Copywriting
- Events Management
- Public Speaking
- Marketing Strategy
- Branding
- Leadership
- Communication Skills
- Management
- LinkedIn Marketing
- Customer Service
- Research

## WORK EXPERIENCE

### SOCIAL MEDIA & DIGITAL MARKETING MANAGER 2021-2025 WeGrow VA

Oversees WeGrow VA's online presence across multiple social media platforms. Responsible for developing content strategies, content creation, managing social media campaigns, and analyzing performance metrics.

- Develop and implement a comprehensive social media strategy that aligns with the company's goals and brand voice across platforms like Instagram, Facebook, LinkedIn, TikTok, and YouTube.
- Create, schedule, and publish engaging and visually appealing content (text, images, videos) that resonates with target audiences.
- Collaborate with the marketing and design teams to generate creative ideas for social media campaigns.
- Track and analyze the performance of social media campaigns using analytics tools (e.g., Google Analytics, Hootsuite), providing insights and recommendations for improvement.
- Conduct research on competitor activity, emerging platforms, and digital trends to inform the social media strategy.
- Stay updated on social media algorithm changes and best practices to optimize content visibility and audience reach.

#### TOOLS USED:

- Meta Business Suite
- Google Analytics
- Trello
- ClickUp
- Hootsuite
- Filmora
- Buffer
- Canva

### ADMISSIONS ASSOCIATE FOR CAREER DEVELOPMENT 2018-2021 Miriam College

Assisted in creating career development programs for college/university students.

### CREATIVE CONSULTANT 2021 Miriam College

Provided expert advice and guidance to the college on creative matters, such as branding, marketing, and content strategy, to help them achieve their business goals

## EDUCATION

### MIRIAM COLLEGE 2014-2018

Bachelor of Arts in Communication

- Student Council Officer