

Marielle Bozar

Social Media Manager and Virtual Assistant

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PROFESSIONAL SUMMARY

Licensed Professional Teacher (LPT) turned social media manager and virtual assistant, bringing strong communication and content strategy skills into the digital marketing space. Transitioned into social media management to create measurable impact through data-driven content and organic growth strategies. Delivered exceptional results for a Toronto-based condo restoration company, achieving a 9,537.5% increase in LinkedIn impressions and 271.3% follower growth through strategic content optimization and benchmarking.

SKILLS

Social Media Management | Content Strategy | Content Creation | Content Curation | Content Scheduling | Short-Form Video Editing | Basic Graphic Design | Research and Benchmarking | LinkedIn Marketing | Organic Audience Growth | Lead Generation | Brand Development | Google Workspace | GoHighLevel | Kajabi | Notion | Metricool | Buffer | Microsoft 365

EXPERIENCE

Social Media Manager

Zero Defects - Toronto, Ontario, Canada

April 2025 – Present

- Managed end-to-end LinkedIn content strategy for a B2B condo restoration brand in the Toronto market.
- Increased LinkedIn impressions by 9,537.5% through data-driven content optimization and strategic benchmarking.
- Grew LinkedIn following by 271.3%, expanding the client's network of industry professionals and potential leads.
- Developed and executed tailored content aligned with branding, lead generation, and business growth goals.

- Converted social media presence into a predictable growth channel, turning followers into meaningful business opportunities.

Reels and Carousel Editor and Social Media Consultant

Good News Gilbert - London, United Kingdom

July 27, 2026 - Present

-Editing short-form content including sourcing of b-rolls, creating captions, adding special effects, transitions, sound effects, cuts, and overlays.

-Creating graphic designs in Canva including carousels, and single image posts.

-Developing social media strategies including profile optimization, scripting, and branding.

-Tracking and reporting content performance analytics and revising content strategies based on findings.

EDUCATION

Master of Arts in Industrial Education

Catanduanes State University, Philippines | Undergraduate, 2025

Bachelor of Technical Vocational Teacher Education

Catanduanes State University, Philippines | 2023

CERTIFICATIONS AND LICENSES

Licensed Professional Teacher (LPT)

Professional Regulation Commission, Philippines | 2024

General Virtual Assistant Mastery Course

Your Best Virtual Assistant, 2025