

MARU B. CABRERA

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Malate, Manila 1004

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I am a dependable and driven young professional eager to expand my skills and contribute meaningfully in a dynamic work environment. With a background in social media management, customer service, and administrative support, I bring a unique blend of creativity, organization, and communication skills. I am now looking to leverage this diverse experience to deliver high-level administrative support and make a positive impact within your organization.

Internships and Experience**Social Media Manager**

November 01, 2024 – April 08, 2025

Stone Real Estate

Australia

Duties & Responsibilities:

- Plan and manage social media campaigns to promote listings, drive engagement, and build brand presence.
- Create content and design graphics, including property visuals, videos, and promotional materials.
- Handle content calendar and scheduling, ensuring consistent posting across all platforms.
- Run and optimize Meta Ads campaigns to generate quality real estate leads.
- Engage with followers and track performance, responding to inquiries and analyzing campaign results.

Social Media Manager/Photographer

Oct 01, 2021 – August 30, 2024

Subtle Classics

Manila, Philippines

Duties & Responsibilities:

- Planning and developing social media campaigns
- Crafting compelling content or getting it developed
- Posting content across social media accounts
- Engaging with customers on different channels
- Analyzing running campaigns
- Staying on top of the latest social media trends

Customer Support Representative

Oct 13, 2023 – November 15,

2023 Intouch CX

10/F Cyberpark Tower, 1 General Aguinaldo Ave

Duties & Responsibilities:

- Managing large amounts of inbound and outbound calls in a timely manner
- Identifying customers' needs, clarify information, research every issue and providing solutions
- Seize opportunities to upsell products when they arise
- Keep records of all conversations in our call center database in a comprehensible way
- Handling changes in policies or renewals.
- Review customer or client accounts, providing updates and information about billing, shipping, warranties or any inquiries.

Barista

October 01, 2022 – January 15, 2023

Starbucks by the bay, Rustan Coffee Corporation

GXMH+9PC, Bldg. H SM by the BAY, Seaside Blvd., SM Mall of Asia Complex, Pasay, 1300

Duties & Responsibilities:

- Welcoming customers, informing them about specials or new items, answering questions, and accepting orders and payments.
- Preparing foods, such as sandwiches or baked goods, and grinding and blending coffee beans, brewing coffee and tea, and serving items to customers.
- Selling coffee and tea blends and brewing equipment, highlighting the differences between items, and educating customers about brewing methods.
- Cleaning and restocking work and dining areas, emptying trash and sanitizing equipment and utensils. • Learning about brewing methods, beverage blends, food preparation, and presentation techniques to improve food quality.
- Taking inventory and replenishing items in display cases, at tables, or behind the counter. Adhering to all food safety regulations and quality controls.

Customer Support Representative

July 2021 – September 2022

VXI Makati, ATT Connected Car

G/F SM Cyber Two Bldg., EDSA Buendia, Makati, 1226 Metro Manila

Duties & Responsibilities:

- Managing large amounts of inbound and outbound calls in a timely manner
- Identifying customers' needs, clarify information, research every issue and providing solutions
- Seize opportunities to upsell products when they arise
- Keep records of all conversations in our call center database in a comprehensible way
- Handling changes in policies or renewals.
- Review customer or client accounts, providing updates and information about billing, shipping, warranties and other account items

Skills

- Digital Literacy
- Meta Ads Specialist
- Filing and Records Management
- Data Collection and Analysis
- Customer Service
- Email management
- Proficiency in is using Microsoft office
- Time Management
- Accounting Familiarity
- Photography / Videography
- Proficiency with Adobe Lightroom and Adobe Photoshop
- Social Media Management
- Shopify Familiarity
- Proficiency with Canva
- Customer and client relation
- Documentation and reporting

Softwares & Tools with working knowledge

- Dropbox
- Slack
- Meta Business Suite
- MailChimp
- Clickfunnels
- Meta Ads Manager
- Snapchat Ads Manager
- Tiktok Ads Manager
- Google Ads Manager
- Octoboard
- Trello
- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Lightroom
- Microsoft Office
- Canva
- Capcut
- Davinci Resolve
- Shopify
- Google Workspace
- ChatGPT
- Zendesk
- Zoom
- Google Calendar
- Calendly
- Figma
- Clickfunnels

Education

Tertiary

- Bachelor of Science in Business Administration Major
in Marketing Management
Pamantasan Lungsod ng Maynila
Gen. Luna Cor. Muralla St., Intramuros Manila
2018 - 2022

Secondary

- ABM
Manuel G. Araullo High School
Taft Ave., Cor. UN Ave, Ermita Manila
2016 - 2018

- New Generation

International School
Market Rd, Trece Martires,
Cavite
2012 -2016

Primary

New Generation
International School
Market Rd, Trece Martires,
Cavite
2011 – 2012

Personal Info

Date of Birth: 31 March 2000
Nationality: Filipino
Marital Status: Single
Place of Birth: PGH, Manila
Gender: Male
Weight: 220 lbs
Height: 5'6
Religion: Roman Catholic

Maru B. Cabrera

Signature over Printed Name

DECLARATION: I hereby declare that the information provided by me is true and authentic to the best of my knowledge.