

RICARDO SAN JUAN

SOCIAL MEDIA MANAGER



CONTACT

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Calamba, Laguna Philippines

EDUCATIONAL

Philippine State College of
Aeronautics 2003 - 2005
Manlunas St VAB Pasay City

SOFT SKILLS

- Basic Copywriting
- Social Media Video Editing
- Canva Graphics Editing
- Social Media Content Creation
- Tech-savvy and detail-oriented
- Familiar with online systems and tools

ACHIEVEMENTS

- Completed online learning in social media marketing
- Created practice content for social media platforms
- Improved copywriting, video editing, and graphic design skills
- Gained familiarity with social media tools and workflows



PROFILE

Entry-level Virtual Assistant and Social Media Manager with basic skills in copywriting, video editing, and graphic design using Canva. Tech-savvy and detail-oriented, with experience working on online systems and digital platforms. Willing to learn, follow instructions, and support daily tasks efficiently.



EXPERTISE SKILLS

Copywriting

Able to write simple and engaging captions, short descriptions, and promotional content for social media. Can follow content guidelines and adjust writing style based on the brand and target audience.

Video Editing

Capable of editing basic social media videos by trimming clips, adding captions, music, and simple effects. Focused on creating clean, easy-to-watch videos suitable for Facebook, TikTok, and Instagram.

Graphics Editing

Skilled in creating basic social media graphics using Canva. Able to design posts, thumbnails, and promotional materials using templates while maintaining brand consistency.

Practice Experience

- Created practice content for Facebook pages and reels
- Edited short videos using basic video editing tools
- Designed simple graphics and posts using Canva
- Practiced writing captions for engagement and promotion
- Learned how social media platforms work through self-study and online resources