

# Laarni Felizardo

Executive Assistant



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I've been in the marketing industry for 5 years and for the last 3 years as a social media manager. I've been managing many social media platforms. I can monitor tweets, comment on Facebook postings, and communicate with brand advocates via social media. I know how to deal with haters and other naysayers. I can disseminate and amplify content from the brand and its supporters.

I know what social media stuff works and what doesn't. Text, video, graphics, and podcasts have their place in this niche, and I'm familiar with them. I've mastered the art of making the material more popular and going viral across several social media platforms, including Twitter, Instagram, Facebook, and Pinterest.

In addition, my graphic design and video editing knowledge will be useful in this role. If you give me a chance, I'll show you how valuable I am to your organization.

## SKILLS:

- Social Media Management Software
- Management Software
- Time Management Software
- Graphic Design Software
- Video Editing Software
- Creativity
- Critical Thinking
- Flexibility
- Team Building
- Leadership
- Organization Skills
- Conflict Resolution

## LANGUAGES:

- Filipino - Native
- English - Advanced

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## PROFESSIONAL EXPERIENCE

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### 2021/2022 **Dreamtrips** Social Media Manager & Graphic Designer

- Collaborate with other teams, like marketing, sales, and customer service, to ensure brand consistency
- Oversee social media profiles (e.g. Facebook timeline cover, profile pictures, and blog layout)
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos, and news)
- Stay up-to-date with current technologies and trends in social media, design tools, and applications.
- Perform research on current benchmark trends and audience preferences Design and implement social media strategy to align with business goals
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Monitor SEO and web traffic metrics
- Provided monthly report to the Project Manager

### 2019/2021 **Land Buzzard** Social Media Manager & Graphic Designer

- Design and implement social media strategy to align with business goals
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos, and news)
- Monitor SEO and web traffic metrics
- Oversee social media profiles (e.g. Facebook timeline cover, profile pictures, and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools, and applications.
- Presented monthly report to the brokerage owner.

**2020/2022 Utah Valley Realty  
Social Media Manager & Graphic Designer**

- Developed, implemented, and managed our social media strategy
- Defined the most important social media KPIs
- Managed and oversaw social media content
- Measure the success of every social media campaign
- Stay up to date with the latest social media best practices and technologies
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborated with Marketing, Sales, and Product Development teams
- Monitored SEO and user engagement and suggested content optimization
- Communicated with industry professionals and influencers via social media to create a strong network
- Provided constructive feedback
- Adhered to rules and regulations
- Presented monthly report to the Senior Management

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## **EDUCATION**

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**2011-2015 LYCEUM OF THE PHILIPPINES UNIVERSITY**  
Bachelor of Science in Customs Administration