

DWIGHT BAUTISTA

SOCIAL MEDIA MANAGER | CONTENT GROWTH SPECIALIST

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Cebu City, Philippines

ABOUT ME

Results-driven Social Media Manager with 4+ years of experience scaling brand visibility through high-performing content and paid campaigns. Generated over 2.1M views, 22K+ link clicks, and 10K+ engagements through strategic content creation, short-form video, and Meta ad campaigns. Skilled in Canva, content strategy, and daily platform management across Facebook and Instagram.

PROFESSIONAL EXPERIENCE

Virtual Assistant / Social Media Manager Metamorephosis Glam House | 2019-2025

- Produced high-performing social media content that contributed to 700K+ video views and 1.7K+ monthly interactions.
- Designed graphics and edited video content using Canva to enhance brand visibility and audience engagement
- Managed end-to-end content creation, design, and customer engagement, contributing to audience growth and client acquisition

Creative Writer JustSomething.co / LiftMeUp.me | 2017– 2019

- Created and published written content using WordPress
- Conducted research and organized data for content development

SKILLS

- Social Media Management (Facebook, Instagram, TikTok)
- Meta Ads (Boosted Campaigns)
- Short-Form Video (Reels, TikTok)
- Canva Design
- Content Strategy & Scheduling
- Copywriting for Engagement
- Community Management
- Performance Tracking (Views, CTR, Engagement)

EDUCATION

BS Hotel & Restaurant Management – STI College
Juris Doctor (Incomplete) – University of the Visayas

AWARDS

- Top Agent – Qualfon
- Best in Quality – Qualfon
- With Honors – STI College
- Most Outstanding Student - National Service Training Program

Admin Assistant / Event Coordinator The Online Writing School | 2020 – 2026

- Managed email communication, bookings, and appointment scheduling
- Coordinated online events and ensured smooth participant experience
- Processed refunds and maintained accurate administrative records

Customer Service Representative Qualfon | 2015 – 2017

- Delivered sales and technical support via inbound calls
- Awarded Top Agent and Best in Quality for performance excellence

TOOLS I USE

- Google Workspace (Docs, Sheets, Gmail)
- Canva
- Facebook Business Suite
- ConvertKit
- Monday.com
- Hootsuite
- Capcut
- Calendly
- Metricool
- Zoom
- Slack