



Charmane Guansing

Social Media Specialist

Proficient in creating engaging content that fits the brand's voice, I specialize in social media management. I keep up with trends and algorithms to keep the brand ahead online. I'm skilled at building connections and delivering results. Always learning, I adapt strategies to new platforms and tech.

CONTACT



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32 Perth St., BF Thai, BF International, Las Pinas City

SKILLS

- Advanced understanding of basic office applications, including MS Office (Word, Excel, Powerpoint) and in Google Workspace
- Experience with reporting
- Experience with video editing
- Good stakeholder management skills
- Excellent communication & written skills
- Pro-active, multitasker, independent
- Can- do attitude and excellent
- Creativity

CERTIFICATIONS

- TEFL Professional Development Institute Certificate
- General VA Certification
- Virtual Executive Assistant Certification
- Social Media Management Certification
- Basic Wordpress Certification

EDUCATION

**Bachelor Of Business Administration-
Major in Marketing Management
2019 - 2023**

Southville International School and Colleges

EXPERIENCES

Cynergists | Social Media Manager

January 2025- October 2026

- Handled multiple clients simultaneously, managing creative requests, revisions, and deadlines across different projects.
- Managed content and creative workflows, coordinating design, revisions, and approvals to ensure smooth project execution.
- AI Specialist - created AI-generated visuals, videos, and creative assets to support marketing, branding, and campaign needs.

Melpro Digital Lab | Social Media Manager

August 2023- December 2024

- Managed three social media accounts for online gaming clients.
- Developed marketing strategies tailored to client objectives.
- Created engaging content and schedule posts for optimal reach

Symmetry Aesthetic Center | Marketing Manager

April 2023- October 2023

- Managed the social media accounts of Symmetry Aesthetic Center, generating
- increased online presence and engagement.
- Coordinated with the team to plan and execute promotional events and marketing campaigns.
- Provided administrative support to the branch head, assisting with scheduling, communications, and day-to-day operations.

Social Media Manager - Sociallyke Marketing

January 2022 - April 2023

- Managed social media accounts for SkinRX and Grand PH, devising strategies to improve brand reputation and engagement.
- Collaborated with the marketing team to align social media efforts with overall marketing initiatives.
- Engaged with followers, responded to inquiries, and resolved customer issues in a timely and professional manner.

Social Media Manager| A.G. Assist

February 2020 - July 2022

- Developed and executed social media marketing campaigns for the company's various products and services.
- Monitored social media platforms, analyzed performance metrics, and provided regular reports to measure the success of campaigns.