



RICHELLE JANE A. HINGCO

Applicant

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📍 Alabel, Sarangani Province

PROFESSIONAL SUMMARY

Detail-oriented and trend-savvy Social Media and Content Creator with hands-on experience in TikTok Affiliate Marketing, short-form video creation, and digital community engagement. Proven ability to identify viral trends, craft engaging copywriting, and foster authentic audience interactions. Eager to leverage deep expertise in TikTok, Facebook, Instagram, fashion, and UGC sourcing to drive growth and community management for Revolve.

PROFESSIONAL EXPERIENCE

TikTok Content Creator and Affiliate Marketer

Self-Employed (2024 - present)

- Community Management and Engagement - Actively manage and respond to audience comments, inquiries, and Direct Messages to drive high engagement rates and foster a loyal community.
- Content Creation and Sourcing - Produce, edit, and publish high-converting short-form promotional content aligning with current beauty, fashion, and lifestyle trends.
- Trend and Sentiment Analysis - Monitor daily TikTok trends, sounds, and audience feedback to tailor content strategies for maximum reach and conversion.

CORE COMPONENTS

- Social Media Platforms: TikTok, Instagram, YouTube, Facebook, Pinterest
- Community Engagement: Comment and DM Management, Audience Engagement, Sentiment Monitoring
- Content and Strategy: UGC Sourcing, Short-Form Video Production, Trend Analysis, Copywriting
- Tools and Analytics: TikTok Analytics, Link Tracking (UTM/Affiliate Links, Canva, CapCut)

EDUCATION

Holy Trinity College of General Santos City
Bachelor of Secondary Education – English

Fiscal, Daproza Avenue, General Santos City
2022-2026

RELEVANT EXPERIENCE

Pre-Service Teaching Intern

General Santos City National Secondary School of Arts and Trades (February 2026 - March 2026)

- Managed classroom engagement and audience communication effectively, ensuring clear and concise information delivery.
- Authored and curated educational activity materials and digital learning resources.

CERTIFICATES

Working as a Virtual Assistant

Alison Company

**Teaching English as a Foreign Language Course
(TEFL)**

October 11, 2026

Teacher Record

October 2026

**Teaching English to Speakers of Other Languages
(TESOL)**

American TESOL Institute

October 12, 2026