

CONTACT

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Portfolio: rhodaly.my.canva.site/dahwgalgeae

CORE SKILLS

- Strategy**
- Social media strategy, content calendars, campaign planning, audience research
- Content**
- Copywriting, brand voice, Canva, short-form video and Reels, hashtag research
- Platforms**
- Instagram, TikTok, Facebook, LinkedIn, Meta Business Suite, TikTok Creative Center
- Growth**
- Social media analytics, community management, SEO fundamentals
- AI & Tools**
- Prompt engineering, Claude/ChatGPT workflows, content repurposing, Google Drive & Calendar, Adobe Creative Suite

EDUCATION

BS in Information Management

Asian College of Technology

2004 – 2008

CERTIFICATES

Social Media Academy | Completed May 2026

Social Media Management

Basic Video Editing

Copywriting

Basic Graphics Editing

RHODALYN CARREON

Social Media Manager | Content Strategist | AI-Powered Content Workflows

PROFILE

Social Media Manager who plans, creates, and publishes platform-specific content for Instagram, TikTok, Facebook, and LinkedIn. Skilled in content calendars, copywriting, Canva design, short-form video, and community engagement, with analytics used to grow reach and engagement. Uses AI workflows to produce more content in less time while keeping brand voice consistent. Six years in international customer service built strong audience empathy and communication skills.

PROFESSIONAL EXPERIENCE

- Social Media Manager / AI Specialist** Aug 2026 – Present
- Bloom & Grow By: Ysabelle Garden
- Own end-to-end social media for 3 client brands: strategy, content creation, scheduling, and reporting.
 - Plan and publish 20 posts per week across Instagram, TikTok, Facebook, and LinkedIn using monthly content calendars.
 - Write captions and on-brand copy, and design graphics and Reels in Canva.
 - Respond to comments and DMs, building community and keeping engagement active.
 - Review weekly analytics to adjust posting times, hashtags, and content formats, improving engagement by 5%.
 - Streamline content creation with AI-assisted tools, including prompt templates for ideation, caption-writing frameworks, and content repurposing systems, to keep brand consistency and reduce repetitive tasks.

CLIENT TESTIMONIAL

"Rhodalyn Carreon took our social media from scattered to strategic. Engagement and follower growth jumped within months, and every post now feels intentional and on-brand. She's responsive, creative, and genuinely understands our audience."

Co-founder, client brand at Bloom & Grow

- E-Commerce Graphic Designer** [Dates]
- Project Campaign | [Company or Client]
- Designed product and web banners for e-commerce campaigns, including a bathroom collection banner with a promo code offer and a bundle promotion.
 - Created ad creatives, including an animated GIF banner for a food promotion that uses bold visuals and motion to grab attention while keeping the brand message clear.
 - Work samples available in the portfolio.

- Team Member / Customer Service** 2011 – 2017
- Kout Food Group – Pizza Hut Kuwait
- Served customers in a fast-paced, high-volume international environment, maintaining excellent service, accuracy, and composure.
 - Tracked inventory in Google Sheets to support timely restocking, minimize waste, and maintain product availability.
 - Trained and guided new team members on procedures, food safety practices, and customer service standards.
 - Collaborated with team members to maintain efficient daily operations and a positive customer experience.