



Felicithie Añosa

Marketing Director, Social Media Manager, Content Strategist, and Video Editor

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📍 Sitio Calumpang, Brgy. San Jose Antipolo City

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SKILLS

- Content Creation
- Content Strategy
- Social Media Management
- Reel Template Design
- CapCut Pro
- Davinci Resolve 19
- Canva Pro
- Metricool
- Slack
- Notion
- Verbal Communication
- Written Communication

EDUCATION

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES (PUP)

BS Food Technology | 2019–2025

- Top 1 of Program - GPA 1.13 (1st year)
- Class President, 1st–4th Year
- STEM HS Graduate, High Honors
- Class Auditor, STEM 11–8

MATAAS NA PAARALANG NEPTALI A. GONZALES

2018–2019 | Top 3, High Honors

CAMP CRAME HIGH SCHOOL

2017–2018 | With Honors

EASTERN SAMAR NATIONAL COMPREHENSIVE HIGH SCHOOL

2015–2017 | Consistent Honor Student

PROFESSIONAL PROFILE

Marketing Director, Social Media Manager, Content Strategist, and Video Editor with 3+ years of experience across US-based and Philippine clients. Currently leads content strategy, research, and growth for a US coaching brand. Proficient in CapCut Pro, DaVinci Resolve Studio, and Canva Pro; skilled in strategy, production, scheduling, and analytics. Known for clear communication and a positive, client-focused work ethic.

WORK EXPERIENCE

MARKETING DIRECTOR (07/25 TO PRESENT)

Strongman Sport | Freelance, Remote – USA

Promoted from SMM, Strategist & Video Editor

- Lead marketing direction and content strategy; research topics, trends, and audience questions to plan content.
- Edit short-form videos for IG, TikTok, and Facebook in CapCut Pro; create hooks, captions, and thumbnails.
- Schedule via Metricool, track leads from DMs, coordinate the VA team, and support Skool community operations.

CONTENT STRATEGIST & SOCIAL MEDIA MANAGER (05/26 TO 08/26)

Fitster Health Management | Remote – USA

- Built the content system in Notion: trackers, approval workflows, calendars, and planning databases.
- Developed content concepts, hooks, and production briefs; edited Reels and TikToks for retention and pacing.
- Wrote SEO captions and set up content pillars and publishing workflows for the app's launch.

PERSONAL VIDEO EDITOR (10/24 TO 06/25)

Covers' PH – Music Production Vlog | Remote – Philippines

- Edited travel, music, and personal vlogs in DaVinci Resolve 19: cuts, transitions, subtitles, music selection, and color grading.

FREELANCE VIDEO EDITOR (8/24 TO 7/25)

Short-Term Projects | Remote – Philippines

- Edited interviews, ads, vlogs, birthday videos, movie recaps, and podcasts in CapCut Pro for diverse clients.
- Enhanced storytelling through color grading, transitions, music selection, and subtitle optimization.

SOCIAL MEDIA MANAGER (06/22 TO 10/22)

Bakery – Food Industry & English Teaching / E-Learning | Remote – Philippines

- Handled content creation end to end: post design, captions, ad campaigns, engagement, and chat inquiries that supported sales.