

ALDRIN ESPLANA

Social Media Manager | Video Editor | Virtual Assistant

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PROFESSIONAL SUMMARY

Results-driven GoHighLevel Specialist, Social Media Manager, and Graphic & Video Editor with over 3 years of experience in digital marketing, content creation, social media management, and marketing automation. Skilled in creating engaging visual content, managing online platforms, building automated workflows, and supporting campaigns that improve brand visibility, audience engagement, and business growth. Creative, detail-oriented, adaptable, and committed to delivering high-quality results.

CORE SKILLS

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|-----------------------------------|--------------------------------------|-------------------------------------|
| • Social Media Management | • Content Strategy & Calendars | • Short-Form Video Editing |
| • Reels / TikTok / YouTube Shorts | • Graphic Design (Static & Carousel) | • GoHighLevel CRM & Automation |
| • Branding & Visual Content | • Audience Engagement | • Digital Marketing |
| • Content Scheduling & Publishing | • Brand Growth Strategy | • Analytics & Performance Reporting |
| • Website Design & Development | • Wix Website Builder | • WordPress Website Management |
| • Squarespace Website Design | • GoDaddy Website Builder | • Landing Page Design |

TOOLS & SOFTWARE

Video & Design: CapCut Pro, Adobe Premiere Pro, Canva

Social & Scheduling: Meta Business Suite, Later.com, SocialPilot, Creator Studio

CRM & Automation: Zapier, GoHighLevel,

CRM & Project Mgmt: Follow Up Boss (FUB), Asana, Trello, ClickUp, Notion, Monday, Slack

Website & CMS: WordPress, Wix, Squarespace, GoDaddy, Shopify

Other: Google Workspace, Meta Ads Manager

LEADERSHIP EXPERIENCE (VOLUNTEERISM)

World Changers Corner – The Radical Legacy Valenzuela

- **Primary 12 Leader** December 2017 - Present
- **Discipleship/Leadership** – Provide pieces of training and leadership seminars to the youth
- **Project and Event management** – Organized monthly events gathering more than 100 people.
- **Social Media Management** – Produced quality content and graphics.

PROFESSIONAL EXPERIENCE

Social Media Manager & Website design | Marisia & Dr. tanisha (Real Talk Podcast)

USA

Nov 2023 – Feb 2024

- Created engaging and relevant content based on topics, ideas, and direction provided by the clients.
- Managed social media pages, maintained consistent content publishing, and supported ongoing audience growth and engagement.
- Edited short-form video content for TikTok, Facebook, Instagram Reels, and other social media platforms.
- Designed social media graphics, promotional materials, and visual content aligned with the brand.

- Performed on-page and off-page SEO tasks to support website visibility and organic search performance.
- Facebook & Google Ads Assisted in managing paid advertising campaigns focused on lead generation and audience reach.
- Created and managed website pages using GoDaddy.
- Created and edited long-form YouTube videos and optimized content to support channel growth and monetization goals.

Social Media Manager & Automation | Dalton Locke (Pono.AI A visionary's) (Dbunk)

USA

Nov 2023 – Jun 2026

- Created high-quality content based on topics and briefs provided by the business owner.
- Managed and maintained social media pages, supported audience growth, and assisted with ongoing content publishing.
- Designed social media graphics and other digital marketing materials aligned with brand needs.
- SEO Assisted with both on-page and off-page SEO tasks to improve website visibility and search performance.
- Facebook & Google Ads Managed advertising campaigns focused on lead generation and audience acquisition
- Created and sent email campaigns, wrote 30 newsletters, designed website pages, and built automations and workflows within GoHighLevel.
- Created and managed long-form YouTube videos and optimized content to support channel growth and monetization goals.

Social Media Manager & Admin | Jason (Passages)

USA

Feb 2026 – Jun

2026

- Social Media Management Managed social media pages, maintained consistent content publishing, and supported audience growth and engagement.
- Graphic Design Designed social media graphics and other digital visual content aligned with the brand's needs.
- Video Editing: Edited short-form video content for TikTok, Facebook, Instagram Reels, and other social media platforms.

Social Media Manager & Video Editor | Daniel (Gracepoint International)

USA

Oct 2024 – May

2026

- Designed and produced 10 social media graphics daily, ensuring consistent visual content aligned with the organization's branding and messaging.
- Managed daily social media activities, including publishing content and sharing posts across 10 relevant Facebook groups each day to increase visibility and audience reach.
- Created and organized monthly content calendars to plan upcoming posts, maintain publishing consistency, and streamline the overall content workflow.
- Created and edited daily Reels and short-form videos for the client's YouTube and social media platforms, ensuring consistent video content and regular publishing.

Social Media Manager | Stephany (Massage Therapy)

Canada

Sep 2025 – Mar

2026

- Created daily social media graphics, published content across the client's social media pages, and shared posts to relevant groups and communities to increase visibility and engagement.
- Regularly created and edited videos featuring the client performing massage therapy sessions, preparing the content for YouTube and other social media platforms.

- Maintained a consistent posting schedule and ensured graphics and videos were properly prepared and published across the appropriate channels.

Social Media Manager & Graphic Design | Ragini Michaels (MYSTIC psychology)

USA

Aug 2024 – Mar 2026

- Edited and produced daily Reels and short-form videos for the client's social media platforms, ensuring consistent and engaging video content.
- Created and organized monthly social media content based on the client's brand, services, and marketing needs.
- Helped structure monthly content to maintain a consistent posting schedule and improve overall content organization
- Created and designed the client's website, including page layout, content placement, and overall visual presentation.

Social Media Manager & Video Editor | Gene Ramos (Excellent Auto Glass)

Phoenix, Arizona, USA

Jul 2025 – Dec 2025

- Managed end-to-end social media, including content planning, publishing, and short-form video editing.
- Produced brand-aligned graphics and video to strengthen online presence and engagement.
- Edited and produced daily Reels and short-form videos for the client's social media platforms, ensuring consistent and engaging video content.

Social Media Manager & Video Editor | Roslyn Ellerbee (Business Coach)

USA

Oct 2024 – Mar 2025

- Edited short-form videos reaching 50K–100K views with 100+ engagements for business coaching, podcast.
- Managed end-to-end social media, including content planning, publishing, and short-form video editing.

Social Media Manager & Video Editor | Kelvin Osaz (Real Estate)

Queensland, Australia

Nov 2024 – Mar

2025

- Designed and published real estate listing posts to showcase properties in a clear and visually appealing format.
- Created quote graphics, carousel posts, and other branded social media visuals to support consistent content publishing
- Edited and produced Reels and short-form real estate videos, including cutting, pacing, audio syncing, captions, transitions, and branded elements.

Graphic Design | Anthony Massucci (Finance journalist)

Sydney, Australia

Jul 2024 – Mar

2025

- Designed and formatted book pages, including cover concepts, internal layouts, typography, visual hierarchy, and supporting graphics to create a polished and consistent final presentation.

Video Editor | Wyky Jean (Wyky Real Estate)

Missouri, USA

Sep 2023 – Dec

2024

- Created and organized monthly content plans to maintain a consistent social media presence and publishing schedule.
- Produced short-form videos on parenting, business ownership, and life coaching for social media.
- Designed branded real estate graphics, educational posts, promotional content, and other visual materials for social media.
- Created and edited Reels and short-form video content for the client's real estate brand.
- Edited and prepared YouTube videos, including video presentation and supporting content for publishing.

- Managed email marketing activities, created newsletters, worked on website pages, and set up automations and workflows to support digital marketing and lead management.
- Designed and maintained the client's Squarespace website and created and published blog content to strengthen the brand's online presence.

Website Design | Travis (Shoes Business)

United Kingdom
2024

May 2023 – Apr

- Managed and updated website content, including product pricing, product information, and additional product images to improve product presentation and clarity.
- Designed graphics and visual content to support the client's website, products, and digital marketing needs.
- Maintained organized and accurate product listings by updating visual assets and supporting information across the Shopify store.

Social Media Manager & Video Editor | Deluxe Dental

Michigan, USA

Jan 2023 – Jan 2024

- Built and organized the client's WordPress website, improved page structure, and enhanced the overall presentation and usability of the site.
- Organized and updated product listings, improved product presentation, and fixed issues within the e-commerce setup to create a smoother online shopping experience.
- Designed graphics, promotional materials, and supporting visual content for the website and digital marketing needs.

Website Design | Printing Shop

Pennsylvania, USA
2022

Sep 2022 – Dec

- Built and organized the client's WordPress website, improving the overall structure, layout, and usability.
- Organized product listings, updated product information, and improved the online store setup to create a smoother customer experience.
- Fixed website and e-commerce issues to improve functionality, presentation, and overall site performance.

PROFESSIONAL SKILLS AND INTEREST

- Sales and Marketing
- Logistics
- Negotiation
- Events Management
- Project Management
- Social Media Management
- Appointment Setting
- Calendar Management
- Flexibility

EDUCATION

BS in Business Administration – Marketing Management

Pamantasan ng Lungsod ng Valenzuela, Philippines