

Alden Escabarte

DIGITAL MARKETING & SOCIAL MEDIA MANAGER

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SUMMARY

Strategic marketing and creative leader with 14+ years of experience driving brand growth, digital engagement, and content innovation. Proven expertise in social media strategy, digital marketing, creative direction, and business leadership. Founder of an award-winning digital platform with 152K+ organic followers, with a track record of leading teams, scaling operations, and building impactful brand partnerships.

TECHNICAL SKILLS

Social Media Management | Social Media Strategy | Digital Marketing | Content Strategy | Brand Marketing
Copywriting | Video Editing & Production | Short-Form Video | Graphic Design | Editorial Design
Publication & Book Layout | Content Planning | Community Management | Creative Direction

TOOLS & SOFTWARE

Canva Pro | Final Cut Pro | CapCut Pro | Affinity Publisher | Adobe Photoshop
ChatGPT | Claude | Arcads | Monday.com

PROFESSIONAL EXPERIENCE

Creative Content & Social Media Manager, Tripster April 2025 – Present

Manage social media strategy, content creation, and digital campaigns for a U.S.-based travel booking platform specializing in attractions, hotels, and vacation experiences.

- **Social Media Management:** Plan, create, schedule, and publish content across six major social media platforms.
- **Digital Marketing:** Execute campaigns that drive audience engagement, brand awareness, and website traffic.
- **Creative Production:** Write promotional copy and video scripts; produce Reels, Shorts, graphics, and social media assets.
- **Destination Marketing:** Develop campaigns promoting U.S. theme parks, attractions, hotels, and seasonal events.
- **AI-Powered Marketing:** Use ChatGPT, Claude, and Arcads for content ideation, scriptwriting, and video production.
- **Influencer Marketing:** Coordinate creator collaborations, content deliverables, and promotional partnerships.

Founder / Content Creator, Discover Baybay City November 2011 – Present

Founded and scaled an award-winning travel and lifestyle platform to 152K+ organic followers, establishing a strong digital presence for local tourism and destination promotion since 2011.

- **Social Media Growth:** Built a community of 152K+ organic followers through original content, audience engagement, and consistent brand development.
- **Creative Production:** Lead end-to-end production of photography, videos, graphics, and digital campaigns across multiple content formats.
- **Destination Marketing:** Develop tourism campaigns promoting local attractions, cultural events, and businesses to an established audience of 152K+ followers.
- **Brand Partnerships:** Secure and manage promotional collaborations with airlines, hotels, tourism organizations, and travel brands.
- **Digital Storytelling:** Create destination features and community campaigns that increase visibility for local tourism, events, and businesses.

Travel Content Creator
Self-Titled YouTube Channel | November 2021 – Present

Built a travel-focused YouTube channel with 23.9K+ subscribers and 3.4M+ lifetime views across just 80 videos, demonstrating strong audience engagement and content performance.

- **Audience Growth:** Generated 3.4M+ views and attracted 23.9K+ subscribers through 80 original travel videos.
- **Video Production:** Lead end-to-end production, including research, scripting, filming, editing, and publishing.
- **Destination Marketing:** Create engaging travel guides and destination features showcasing tourism experiences.
- **Brand Partnerships:** Collaborate with airlines, hotels, travel agencies, and tourism brands on promotional content.
- **Creative Recognition:** Earned recognition for travel storytelling, video editing, and tourism promotion.

Marketing Director & General Manager
Infinity Aesthetic Center, Inc. | January 2023 – February 2025

Led marketing strategy, brand development, and business operations for a Korean-inspired aesthetic clinic, managing 30 employees and supporting expansion from one to two branches.

- **Marketing Leadership:** Directed brand strategy, social media marketing, advertising campaigns, and customer acquisition initiatives.
- **Business Expansion:** Supported the successful launch of a second branch through strategic marketing and operational planning.
- **Team Leadership:** Managed 30 employees, overseeing staff performance, coordination, and daily operations.
- **Creative Direction:** Led digital campaigns, graphic design, promotional content, and print advertising.
- **Operations Management:** Oversaw clinic operations, customer experience, and business performance across two branches.

SELECTED PROJECTS

Editorial Designer / Video Producer / Scriptwriter
75th Founding Anniversary Commemorative Book & Video for Franciscan College of the Immaculate Conception (FCIC) July 2023 | Produced editorial layouts, video content, and scripts documenting the institution's 75-year history.

Editorial Designer
Coffee Table Book for Immaculate Conception Mercy Mission Foundation, Inc. February 2025 | Designed professional publication layouts integrating photography, written content, and visual storytelling.

Video Producer / Videographer / Scriptwriter
Official Tourism Promotion Video for Palo, Leyte (2022)
Produced an official tourism video in collaboration with the local government, overseeing scripting, filming, editing, and destination storytelling.

SPEAKING ENGAGEMENTS

Visayas State University (March 5–6, 2025 and December 3–4, 2025)
Resource Speaker, Introduction to Digital Marketing, 2-Day Seminar Workshop

Western Leyte College (April 11, 2025)
Resource Speaker, Current Social Media Trends in Tourism and Hospitality Promotions

**Department of Trade and Industry
5th District of Leyte**
Resource Speaker, Digital Commerce Seminar
Baybay City Hall | October 24, 2024

Visayas State University (September 28, 2024)
Resource Speaker, Usage of Social Media in Agriculture Promotion

AWARDS & ACHIEVEMENTS

Champion: Baybay City Tourism Promotion Reels Contest | June 16, 2024
Awarded Champion in the Baybay City Tourism Promotion Reels Contest, with the entry evaluated by a panel of distinguished Filipino YouTube content creators.

Award Recipient: Higatagan Island Vlog Competition | Naval, Biliran, Philippines | April 30, 2024

Received four awards: Best in Visual Technique, Best in Editing, Best Concept and Story, and Best Theme-Oriented Award.

ACADEMICS

Bachelor of Science in Tourism Management
University of San Carlos | Cebu City, Philippines
Class of 2012
Leadership Award