

ANN DOMINIQUE MOTA MORTERA

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PROFESSIONAL SUMMARY

Results-driven Social Media Manager with experience developing content strategies, managing social media platforms, and creating engaging content that drives audience growth. Proficient in Canva, Meta Business Suite, Google Workspace, and AI-powered tools including ChatGPT for content planning and workflow optimization. Successfully helped a beauty brand grow to 1,000+ followers in two weeks through strategic content scheduling and micro-influencer campaigns. Known for creativity, proactive communication, attention to detail, and data-driven social media management.

KEY SKILLS

Social Media Management • Short-Form Video Editing (CapCut) • Carousel Design & Visual Storytelling • Content Strategy & Calendar Planning • Notion Workflow Management • Beauty & Lifestyle Brand Identity • Community Engagement & DM Management • Audience Growth & Micro-Influencer Coordination • Meta Business Suite • Canva Graphic Design • Copywriting & AI Optimization (ChatGPT/Claude/Gemini) • Video Pacing, Text Overlays & Transitions

PROFESSIONAL EXPERIENCE

Social Media Manager – Administrative / Communications Role

WMSU-OVPSAS | December 2023 - Present

- Manage and maintain the office's official Facebook presence and support the social media communication needs of its student affairs and services units.
- Create and edit graphic designs, promotional materials, announcements, and informational pubmats to communicate student services, university programs, and important updates.
- Develop clear, audience-focused social media content to improve information dissemination and promote student engagement.
- Ensure consistency in visual presentation, branding, captions, and messaging across student services communication materials.
- Coordinate content requirements and announcements with relevant offices and units to ensure accuracy, clarity, and timely publication.

Video Editor – Project-Based

Western Mindanao State University | July 2025 – December 2025

- Edited a complex 15-minute video, organizing footage, graphic text overlays, precise audio alignment, and smooth transitions into a cohesive visual presentation.
- Translated detailed educational and institutional briefs into engaging visual assets that effectively communicated core accomplishments.
- Maintained high visual standards, thoughtful pacing, and strict brand alignment throughout the production process.

Graphic Designer – Newsletter Publication

El Vista Salud – Official Newsletter of a Public Hospital | June 2022 – July 2023

- Designed and edited graphic materials for the hospital's official newsletter, supporting institutional communication and information dissemination.
- Transformed written content and institutional updates into visually organized and reader-friendly layouts.
- Applied principles of visual hierarchy, typography, color coordination, and layout design to produce professional publication materials.
- Maintained consistency in the newsletter's visual presentation while ensuring that graphics complemented the content and intended message.

Social Media Manager

Beauty/Makeup Brand | June 2020 – October 2021

- Developed and implemented a structured content calendar and social media publishing schedule to maintain brand consistency and streamline posting workflows.
- Created engaging visual content, including multi-slide graphics, promotional carousels, and captions aligned with the brand's aesthetic and target audience.
- Coordinated with micro-influencers to elevate brand visibility, expand community reach, and support audience growth campaigns.
- Drove rapid audience growth, expanding the beauty brand to **1,000+ followers within two weeks** through consistent content execution and strategic collaborations.

TECH PROFICIENCY

Productivity & Admin: Google Workspace (Docs, Sheets, Slides, Drive, Calendar), Microsoft 365

Communication: Google Meet, Zoom, Gmail, Messenger, WebEx, Whatsapp

AI & Automation: ChatGPT, Claude, Gemini, Notebook LM

Design & Content: Canva and Capcut

Project Management: Notion and Asana

Social Media Apps: Meta, Youtube, and Tiktok

EDUCATION

Masters in Public Administration (Major in Personnel Administration)

Western Mindanao State University | Zamboanga City, Philippines | 36 units | up to present

Bachelor of Science in Business Administration (Major in Corporate Management)

Ateneo de Zamboanga University | Zamboanga City, Philippines | 2019

CERTIFICATIONS

- **Modern Administrative Tools: Artificial Intelligence in Administrative Functions** — Western Mindanao State University — August 13, 2026
- **Google Workspace for Productivity** — Zamboanga City Medical Center — June 14–15, 2023
- **Customer Care Orientation** — Zamboanga City Medical Center — March 14, 2023
- **Social Media Journalism** — Zamboanga City Medical Center — August 18–19, 2023
- **Canva for Education: Foundations of Design** — Department of Information and Communications Technology — July 8, 2022

REMOTE WORK READINESS

Internet: **Primary:** PLDT Fiber | **Secondary:** Globe Fiber | **Tertiary Backup:** Globe Mobile Data/Hotspot

Power Backup: Up to 8-hour power bank backup for laptop and router | Nearby coffee shop with stable internet connection as an alternative workspace during extended power interruptions

Equipment: HP Pavilion Laptop with AMD Ryzen 5 16GB Ram | External Monitor | Noise-Cancelling Headset | HD Webcam

Workspace: Dedicated and professional home workspace | Quiet environment suitable for focused work and virtual meetings

Availability: Full-time | Flexible schedule and willing to accommodate different time zones

LANGUAGES

English: Proficient

Filipino: Proficient