



NATHLY JANE ENGALLA

About Me

I help CEOs, Coaches, and Business Owners stand out online with content that connects and strategies that sell. My mission is to make your brand shine through engaging storytelling and consistent, conversion-focused social media management.

Education

- Bachelor of Science in Psychology
- Caraga State University
- 2018-2022
- Cum Laude

Certifications

- Coursera: Design Online Course Printables Using Canva (2020)
- Coursera: Use Canva to Create Social Media Marketing Designs (2020)
- Coursera: Introduction to Social Media Marketing (2021)
- Elite Media Success Academy: Social Media /Digital Marketing Specialist (2022)
- Jenna Kutcher Pinterest & Content Lab (2022)
- Home Office CEO Training for (2022 & 2025)

Professional Skills

- Content Planning
- Social Media Analytics
- Graphic Design (Canva)
- Copywriting
- Audience Engagement
- Customer and Client Communication

Language

- English
- Filipino

Citizenship

- Filipino

Character Reference

- Name: Brandi Dugal
- Email address: brandidugal@gmail.com
- Phone number: N/A
- Relationship: CEO from previous company

WORK EXPERIENCE

- **Virtual Assistant/ Social Media Manager - February to October 2022**
- **ABC Pathways by Dr. Diane Hudson | Psychologist**
- Planned, created, and scheduled engaging social media content for Facebook and Instagram, aligning posts with brand voice and audience engagement goals.
- Streamlined operations by organizing and tracking administrative tasks using ClickUp, improving workflow efficiency and team coordination.
- Managed social media accounts and Facebook communities, fostering authentic engagement and strengthening connections with followers and clients.
- **Social Media Manager/Customer Service - November 2022 to March 2024**
- **The Fidget Game | E-commerce Store**
- Developed and strengthened brand identity across social media platforms, ensuring consistent visuals, messaging, and tone aligned with company goals.
- Planned, created, and executed monthly content calendars for Facebook, Instagram, Pinterest, TikTok, and X, driving audience growth and engagement.
- Handled community engagement and customer relations, including responding to DMs, managing inquiries, and building influencer partnerships to expand brand reach.
- **Marketing Coordinator - April 2023 to August 2023 & February 2025 to August 2025**
- **LetzMarket Digital Marketing Agency**
- Collaborated directly with the CEO and Founder to manage daily operations, schedule appointments, and handle various administrative and ad hoc tasks.
- Coordinated with graphic designers and web developers to align marketing strategies and client project directions, ensuring consistent branding and timely delivery.
- Created social media content, managed email organization and client communications, and supported overall marketing initiatives to enhance client satisfaction and workflow efficiency.
- **Executive Assistant/Marketing Coordinator - December 2025 to February 2026**
- **Hoosier Homes and Hustles (Real Estate)**
- Collaborated directly with the CEOs and Founder to manage daily operations, schedule appointments, and handle various administrative and ad hoc tasks.
- Assisted with podcast video editing.
- Handled social media pages
- Managed projects and other adhoc tasks

TOOLS AND PROFICIENCY

- | | |
|--------------------|--------|
| • Canva | ★★★★★★ |
| • Capcut | ★★★★★★ |
| • Trello | ★★★★★★ |
| • Buffer | ★★★★★★ |
| • Notion | ★★★★★★ |
| • Google Workspace | ★★★★★★ |

LINKS

- Sample Works:
https://drive.google.com/drive/folders/1Spu0OMubcWD4yWOs_qbs0VofQpX2lZr1?usp=sharing
- Portfolio link: <https://sites.google.com/view/portfolio-nathly/home>