

STEPHANIE GAYLE SANTOS

SOCIAL MEDIA MANAGER & DIGITAL MARKETING SPECIALIST

Meta Certified Digital Marketing Associate helping small businesses grow through strategic content, consistent posting, and community management. Background as a Licensed Physical Therapist and Certified Healthcare VA adds an edge for clients in healthcare, fitness, and wellness — plus the organizational discipline to run marketing operations independently.

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<https://bit.ly/StephSocialsPortfolio>



CORE SKILLS

Content Strategy & Calendars • Caption Writing • Community Management • Social Media Scheduling • Basic Analytics & Reporting • Canva Graphic Design • Brand & Competitor Research • Email Marketing Support • Lead Generation

Tools: Canva, CapCut, Meta Business Suite, Trello, Asana, Notion, Google Workspace, Microsoft 365, HighLevel, Zoom, Claude, ChatGPT

WORK EXPERIENCE

Digital Marketing & Virtual Assistant — Mago Creativa

2021 – 2022

- Managed digital marketing execution across multiple social media platforms, producing on-brand graphics and content in Canva to keep client accounts active and consistent.
- Ran day-to-day marketing operations using Google Calendar and Activerain email marketing, keeping campaigns on schedule and coordinated across the team.
- Partnered with executives to refine online marketing approach, contributing to improved campaign consistency and turnaround time.

Social Media Manager — Senatorial Campaign

2021 – 2022

- Owned day-to-day social media management for a live political campaign across multiple platforms, planning and publishing content on a consistent schedule under time pressure.
- Wrote captions and generated content ideas for a fast-moving campaign, keeping messaging consistent with the candidate's platform and voice.
- Coordinated posting cadence and content ideas independently, demonstrating the ability to manage a brand's public-facing presence with minimal oversight.

Medical Virtual Assistant — HelloRache

2024

- Delivered administrative support (scheduling, phone/email/document management) for a healthcare client — directly transferable to running a small business's daily marketing operations and inbox/DM response.

Physiotherapist — Activelife

2023 – 2024

- Provided clinical rehabilitation services and clinical administration; brings an industry-insider lens valuable for wellness, fitness, and medical clients.

Collegiate Vice President — Philippine Red Cross

College

- Supervised advocacy programs and coordinated medical missions across Manila with government officials — reflects strong organizational leadership.

CONCEPT MARKETING PROJECTS

Self-directed brand strategy projects demonstrating end-to-end capability (brand audit, content pillars, content calendar, mock feed, captions, KPI-based growth strategy). Full decks in portfolio.

- Radiant Skincare — concept skincare brand: Instagram content strategy, brand visual identity, and 30-day KPI-based growth plan.
- PeakForm Coaching — concept fitness coaching brand: content pillars, 2-week content calendar, and lead-generation focused proposed strategy.

CERTIFICATIONS & EDUCATION

- **Meta Certified Digital Marketing Associate (2026)**
- Meta Social Media Marketing Program — Mapúa Malayan Digital College
- HIPAA Certification
- Hello Rache Healthcare Virtual Assistant Certification

- Licensed Physical Therapist, Registered in the Philippines
- Bachelor of Science in Physical Therapy — Pamantasan ng Lungsod ng Maynila (2022)