



ADRIELLE RIVERA

SOCIAL MEDIA COMMUNITY MANAGER

Professional Summary

Tech-savvy Social Media Community Manager with over two years of experience in Virtual Assistance, SEO, and Social Media Management. Skilled in web development (HTML, CSS, PHP) and content optimization, with a focus on increasing engagement and brand visibility. Proven track record in managing online communities and driving engagement through data-driven strategies. Currently honing skills in Fullstack Development and Holistic SEO to further boost content performance and user engagement.



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mr.adriellerivera@gmail.com



Pasig City, Metro Manila.

Expertise

- Community Management Skills
- SEO
- Leadership
- Team Management
- Negotiation
- Critical Thinking
- Marketing
- Basic HTML and CSS
- Basic Video Editing

Experience

International Drivers Association - Community Manager (Freelancer) December 2023 - Present

As a Community Manager, I create and manage content across multiple platforms, including Facebook, Instagram, YouTube, Reddit, and Quora. I ensure consistent alignment with the company's brand in all interactions and responses.

I handle Web 2.0 marketing, developing websites through WordPress and other CMS platforms like Wix.com, Weebly and godaddy.com. I monitor analytics across social channels to optimize performance and am gaining further expertise in Holistic SEO with ongoing training from IDA.

Project Team Leader - Viral vault studios June 2024-October 2024

At Viral Vault Studios, I assist the YouTube channel and manager with administrative tasks, ensuring schedules are maintained, creating action plans, editing voice-overs, revising scripts, and handling virtual assistant duties using Asana and WhatsApp.

I also manage a team of 6 people (video editors, script writers and graphic designer). We also research competitors with the niche of Anime, apply SEO techniques and analyze it

Learn Computer Today Fullstack Web Dev OJT June 2024-Present

Currently undergoing OJT as a Fullstack Web Developer at Learn Computer Today, where I'm gaining hands-on experience in HTML, CSS, JavaScript, jQuery, PHP, MySQL, and WordPress, along with other frameworks.

This ongoing OJT is also deepening my understanding of SEO, enhancing both my development, problem-solving and optimization skills.

Hobbies

- I love watching videos in Youtube.
- I love playing video games
- I used to play the bass guitar. (A lot)
- I love anime!
- I love to travel and learn more about different cultures.

Character Reference

- Duncan Remigio (IDA team leader)
remigio.duncan@gmail.com
- Kathy Cabradilla Lim (V.A coach)
kathy@thesurgemarketplace.com
- Jillian Antonio (VVS workmate)
antoniojilliane@gmail.com
- Michael G. Tan (Senior Developer Coach - LCT) -
michael.garcia.tan@gmail.com

Relentless company - General Virtual Assistant. December 2023 - March 2024

As a General Virtual Assistant, I provide comprehensive virtual support to Kareem Abukhadra at Relentless Company, managing tasks, communications, and administrative functions seamlessly.

Perform365 - Social Media Associate April 2024-May 2024

As a Social Media Associate at Perform365, I oversee our YouTube, Instagram and LinkedIn profile of our CEO, creating and scheduling weekly content and analyzing metrics to boost engagement and visibility. I also assist our clients in optimizing their social media strategies related to Fitness, Health and Gym.

Education

University of Santo Tomas

Bachelors of Behavioral Science
2013-2018

Technical Skills

- Web Development: HTML, CSS, JavaScript, PHP, MySQL, WordPress, jQuery (ongoing training)
- SEO: On-page optimization, keyword research, backlinking, Holistic SEO (ongoing training)
- CMS Platforms: WordPress, Wix, Weebly, GoDaddy
- Social Media Tools: Hootsuite, Buffer, Asana, Google Analytics, Facebook Ads Manager, Youtube studio
- Video Editing: Basic video editing (Adobe Premiere, CapCut, Kinemaster Pro)
- Languages: English (fluent), Tagalog (Native)